

E&P

May 17, 1986

\$1.25

Editor & Publisher

® THE FOURTH ESTATE

THE ONLY INDEPENDENT WEEKLY JOURNAL OF NEWSPAPERING

**Reporters face
tense times
in Beirut
(See page 13)**

**Photog endures
12 hours of
torture in Mexico
(See page 15)**

**E&P/INPA
promotion
award winners
(See page 18)**

**Editors rate
travel PR
(See page 36)**

LOOK what USA TODAY is up to now: 1,417,077!



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is now up to 1,417,077*
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a year ago.
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*Total average daily paid circulation, including single copy customer delivery and bulk (blue chip) sales for the six-month period ending March 28, 1986, as compiled by USA TODAY from ABC publisher's statements, subject to audit.

NEWSPAPER
SECOND CLASS P. O. ENTRY



Today's Post-Intelligencer had its beginnings on December 10, 1863.

Early residents of the Pacific Northwest depended on the Seattle Post-Intelligencer to keep them informed. The P-I reported news of the drive for statehood and the gold rush in the Klondike. It covered the war in the Pacific, the building of the Alaska Pipeline, the Mount St. Helens eruption, life in the Northwest.

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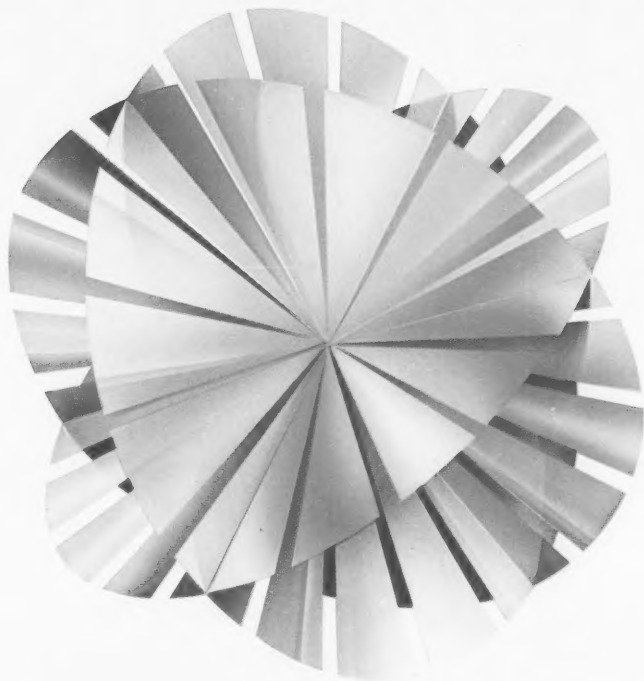
Seattle Post-Intelligencer

The Voice of the Northwest since 1863.

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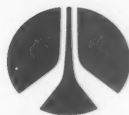
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EDITOR & PUBLISHER CALENDAR OF EVENTS

MAY							JUNE							JULY						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1	2	3							1	2	3	4	5	6
4	5	6	7	8	9	10							8	9	10	11	12	13	14	
11	12	13	14	15	16	17							14	15	16	17	18	19	20	
18	19	20	21	22	23	24							22	23	24	25	26	27	28	
25	26	27	28	29	30	31							29	30						

MAY

- 26-28—International Federation of Newspaper Publishers, FIEJ Congress, Ritz, Lisbon.
- 29-31—Florida Newspaper Advertising & Marketing Executives, Spring Sales Conference, Hyatt Hotel, Sarasota.
- 30/6-1—Foundation for American Communications, Advanced Economics Conference for Journalists, Co-sponsored with the Gannett Foundation, Stouffer Pine Isle Resort, Atlanta.
- 30/6-1—National Society of Newspaper Columnists, Omni International Hotel, Norfolk, Va.
- 31/6-1—Pennsylvania Press Conference, PNPA, Hershey Lodge and Convention Center, Hershey.

JUNE

- 3-6—Suburban Newspapers of America, Annual Convention, Royal Orleans Hotel, New Orleans.
- 4-6—New York Newspapers Advertising & Marketing Executives, Spring Meeting, Sheraton Canandaigua Inn, Canandaigua.
- 4-7—Catholic Press Association, 75th Anniversary Convention, Hyatt Regency Columbus, Columbus, Ohio.
- 5-7—Wisconsin Newspaper Association, Annual Meeting, Radisson Hotel, Lacrosse.
- 11-14—Georgia Press Association, Annual Convention, Jekyll Island Hilton, Jekyll Island.
- 12-14—Mississippi Press Association, Convention, Biloxi Hilton.
- 12-15—Oklahoma Press Association, Summer Conference, Lake Texoma State Lodge, Kingston, Okla.
- 19-21—Florida Press Association, Annual Convention, Sarasota.
- 19-21—Kentucky Press Association, Summer Convention, Fort Mitchell.
- 20-22—Advanced Economics Conference for Journalists, Co-sponsored by the Foundation for American Communications and the Gannett Foundation, Harrison Conference Center, Glen Cove, N.Y.
- 21-25—American Newspaper Publishers Association, Operations Management Conference and Exposition, Georgia World Conference and Exposition, Georgia World Congress Center, Atlanta.
- 22-25—Newspaper Personnel Relations Association, Annual Conference, Marriott Mark Resort, Vail, Colo.
- 22-26—Association of Newspaper Classified Advertising Managers, Drake Hotel, Chicago.
- 23-25—NENAEA, Summer Convention, Red Jacket Inn, North Conway, N.H.
- 24-26—National Association of Advertising Publishers, Hyatt Regency Hotel, Chicago.
- 26-28—Tennessee Press Association, Summer Convention, Johnson City.
- 26-29—Investigative Reporters and Editors, National Conference, A Journalist's Guide to Documents and Techniques, Portland Marriott, Portland, Oregon.
- 29-7/2—International Circulation Managers Association, Conference, Westin Hotel, Seattle.

Seminars/Workshops/Clinics

JUNE

- 1-4—SNPA Foundation, Financial Planning, Forecasting and Budgeting, Lexington (Ky.) Herald Leader.
- 1-11—American Press Institute, Management and Costs, Reston, Va.
- 4-5—NENA Participatory Management Training Seminar, Marriott Hotel, Worcester, Mass.
- 8-13—American Press Institute, Newsroom Administration, Reston Va.
- 13-15—Inland Daily Press Association, Photography for Smaller Paper, Hilton Hotel, Indianapolis.
- 15-18—SNPA Foundation, Newsroom Management Seminar, Greensboro (N.C.) News Record.
- 15-20—American Press Institute, Effective Writing and Editing, Reston, Va.

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Reuters

CENTRAL AMERICA



Phil Davison questions Salvadoran troops.

Astride a powder keg of armed conflict, Central America is an intriguing web of deeply rooted enmities, economic problems and cultural diversity — and a region making headlines in U.S. newspapers.

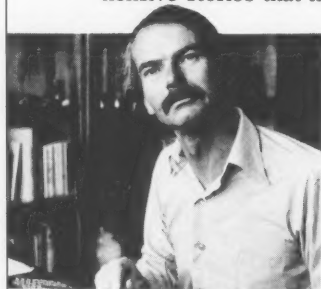
Reuter correspondents reflect the complexity in fact, accurate and balanced reporting. Using their experience and insight into the traits of each player on the war-torn and complicated political scene, they analyze key developments in clear, comprehensive stories that have been used widely in the United States and abroad.

Led from the Latin America headquarters of Reuters in Buenos Aires by Latin America Editor Graham Williams and News Editor Bjorn Edlund, the Mexico-Central America crew covers Mexico, Cuba, Nicaragua, Honduras, El Salvador,

Guatemala, Costa Rica and Panama.

Phil Davison, chief correspondent for Mexico and Central America, brings to the assignment extensive war coverage experience, having worked in Turkey, Beirut and Iran during the U.S. embassy hostage crisis. While on the Middle East desk in Bahrain, he made frequent sorties to cover both sides of the Iran-Iraq war.

In his job as Reuter Chief Correspondent, Latin



Bernd Debusmann

world watch



Patrick Hamilton

America, Bernd Debusmann brings a global view from his coverage of 20 turbulent years for Reuters. For the last three years, he has led the Central America coverage from his base in Mexico City.

Stephen Addison, an economics expert based in Mexico City, specializes in the debt and oil beats, following the daily twists in Mexico's repayment problems as well as the social problems caused by austerity programs and falling oil income.

In Nicaragua, Matthew Campbell adds depth to the Reuter file with his coverage of that increasingly explosive situation. And Anne-Marie O'Connor focuses on the contra story and the growing U.S. military involvement in Honduras.

Tod Robberson, newly arrived in El Salvador after a stint in the Middle East, got a first-hand taste of the Salvadoran armed forces' increasing use of air power against left-wing guerrillas on April 8, when he was awakened by the

quickly realized their house was the target of automatic weapons fire. As Salvadoran soldiers closed in on the building, the three shouted they were journalists and came out, hands in the air.

There were detained and questioned for 10 hours before being released. One of the scenes he witnessed during the assault on Arcatao provided the opening for Robberson's story on the effects of El Salvador's six-year war on the civilian population:

"As Air Force assault planes bombed her village and helicopter gunships sprayed machinegun fire, a Salvadoran woman calmly removed her boots and began rubbing dirt on her feet.

"According to her reasoning, the Army soldiers approaching the village would examine her feet first. Proper women, it seems, go barefoot in these parts. Only the guerrillas wear boots, according to the Army's reckoning."

The breaking news stories and analyses provided by the reporting team are brought into even sharper focus with The Reuter News Pictures Service. Pat Hamilton, a Texan who joined Reuters last year from the Associated Press, brings extensive knowledge of the area to his job as head of the photo service in Mexico and Central America. His experience includes covering the Sandinista revolution and guerrilla campaigns in El Salvador and Guatemala.

In Central America — as in all world trouble spots — Reuters reports the mayhem and the markets with equal accuracy, speed, balance and clarity.

Reuters. Our commitment is to Excellence in News.

crash of bombs and the rattle of machinegun fire.

He and two other journalists, visiting the village of Arcatao in the embattled northern province of Chalatenango,



Nancy McGirr, Reuter staff photographer for El Salvador.

REUTERS

“Public Relations and The Press” as related to Consumer Affairs and the Insurance Industry

Editor & Publisher offers a unique advertising opportunity to newspapers in its June 14 issue. In the sixth in a series of in-depth monthly reports, we will focus on public relations efforts with regard to Consumer Affairs and the Insurance Industry.

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Editorial workshop

By Roy H. Copperud

Wits and Half-Wits

No. 624

“Puns are good, bad, and indifferent, and only those who lack the wit to make them are unaware of the fact.”

This was Fowler’s snappish but apt rejoinder to “the assumption that puns are *per se* contemptible.” We are all only too familiar with the dictum that a pun is the lowest form of wit.

To begin with, there are two kinds of puns. A pun, as all should know, is the amusing use of a word simultaneously in two meanings, and if the pun is respectable, both meanings make sense and are appropriate to the context. One of the best was Eugene Field’s verdict, when he was a drama critic, on the actor who performed the title role in *Richard III*: “He played the king as if in constant fear that someone else was about to play the ace.”

The other kind, the puns that cause pain and give them all a bad name in the eyes of the indiscriminating, depend upon twisted pronunciations or other distortions, and make sense in only one direction, if at all. *Reader’s Digest* once published a sampling from John S. Crosbie’s *Dictionary of Puns* under the heading, “Alphabet You’ll Like These Puns.” Get it? — *alphabet* equals *I’ll bet*. This was a fair introduction to the selections that followed, which made me feel glad I did not own a copy of Crosbie’s book. It also validated the description of the *Reader’s Digest* as the magazine for people who move their lips when they read. *Aardvark* was defined as “heavy labor,” with the example, “It’s aardvark, but it pays well.” “When the dais collapsed in the middle of his lecture, the professor picked himself up, sighed and said, ‘Some dais are like that.’” “Before cars were invented, Spaniards were able to go for thousands of miles on a galleon.” God.

The last refuge of the disreputable pun, and the one that may prompt legal action forbidding the appearance of puns in print altogether, may be the *Los Angeles Times*. I should qualify this by saying that its pathetic puns almost always occur only in headlines, and mostly in certain sections whose contents lend themselves to horseplay.

The worst pun I ever saw in the *Times*, or maybe anywhere, read “Lawyers in L.A. Will Soon Be Courting by Telephone.” Sounds romantic and intriguing, doesn’t it? Courting, after all, is wooing. Well, the befuddled reader of the story discovered that it said lawyers would be able to phone in pretrial arrangements instead of appearing in person. It had nothing to do with wooing, literally or figuratively; the headline was merely a case of doing violence to the word *court*. Sadly, this attempt did not work either way.

Another one: “Mexico City Fare: New Fuel for Buses.” In giving the requirements for a decent pun I should have added that its import and humor should strike the reader in a flash, and not bewilder him, as the *Times* puns do. This story was to the effect that diesel oil and natural gas would be mixed as bus fuel in an attempt to reduce air pollution. *Fare*, stretched to a fare-thee-well (oops!) still would never convey the desired effect.

Why should an important paper like the *Times* permit such atrocities to debase its content? The answer is inescapable: the writer(s) of the dreadful punning headlines must be proud of them, and the editors too must think they are great stuff. A letter to the editor protested against these juvenile attempts, but to no avail.

Three of the nation's most prestigious journalism awards...

THE PULITZER PRIZE.

Chicago Tribune Editorial Page Editor, *Jack Fuller*, has received the 1986 Pulitzer Prize for Editorial Writing, the Tribune's third Pulitzer in the past four years, and its twelfth overall.

THE ROBERT F. KENNEDY AWARDS GRAND PRIZE.

The Chicago Tribune received the Robert F. Kennedy Award for outstanding coverage of the problems of the disadvantaged, with its series *The American Millstone*. The series won first prize in the print journalism category, and the Grand Prize, from among all media winners.

THE SIGMA DELTA CHI DISTINGUISHED SERVICE AWARD.

The Society for Professional Journalists, Sigma Delta Chi, awarded its Distinguished Service Award in the Washington Correspondence category to *James O'Shea* and *Nicholas Horrock* of the Tribune's Washington Bureau for their series on charges of waste and fraud among Pentagon contractors.

A great city deserves a great newspaper.

Chicago Tribune

How Parade[®] your community relations.

Since its inception, Parade Magazine has offered distributing newspapers many exciting promotional programs designed to build community involvement and readership. Here are brief descriptions of just four of these programs, all of which provide you with opportunities for circulation growth and goodwill.

How a policeman can make your newspaper more arresting to readers.

Parade's Policeman of the Year Program, in conjunction with the International Association of Chiefs of Police, recognizes the outstanding law enforcement official in the United States. The program also salutes many officers in other communities with Honorable Mentions, so editorial opportunities abound for Parade's distributing newspapers to credit their local heroes.



How high school athletes can help you score with your community.

Parade's All-America Programs annually recognize America's finest high school scholastic athletes who participate in football, soccer, and boys' and girls' basketball. An article in your newspaper concerning a local athlete not only creates goodwill and visibility in your community, it also creates increased readership.



PARADE More readers

helps improve And your circulation.

How a newscarrier can deliver better circulation.



Parade's Young Columbus Program, launched in 1956, annually honors outstanding young newspaper carriers and students. Using scholarship, citizenship, new starts, and overall job performance as criteria, newspapers choose winners who are then rewarded with trips to Europe. With that kind of incentive, newscarriers delivering Parade's distributing newspapers have generated over 1,000,000 subscription starts in the last five years.

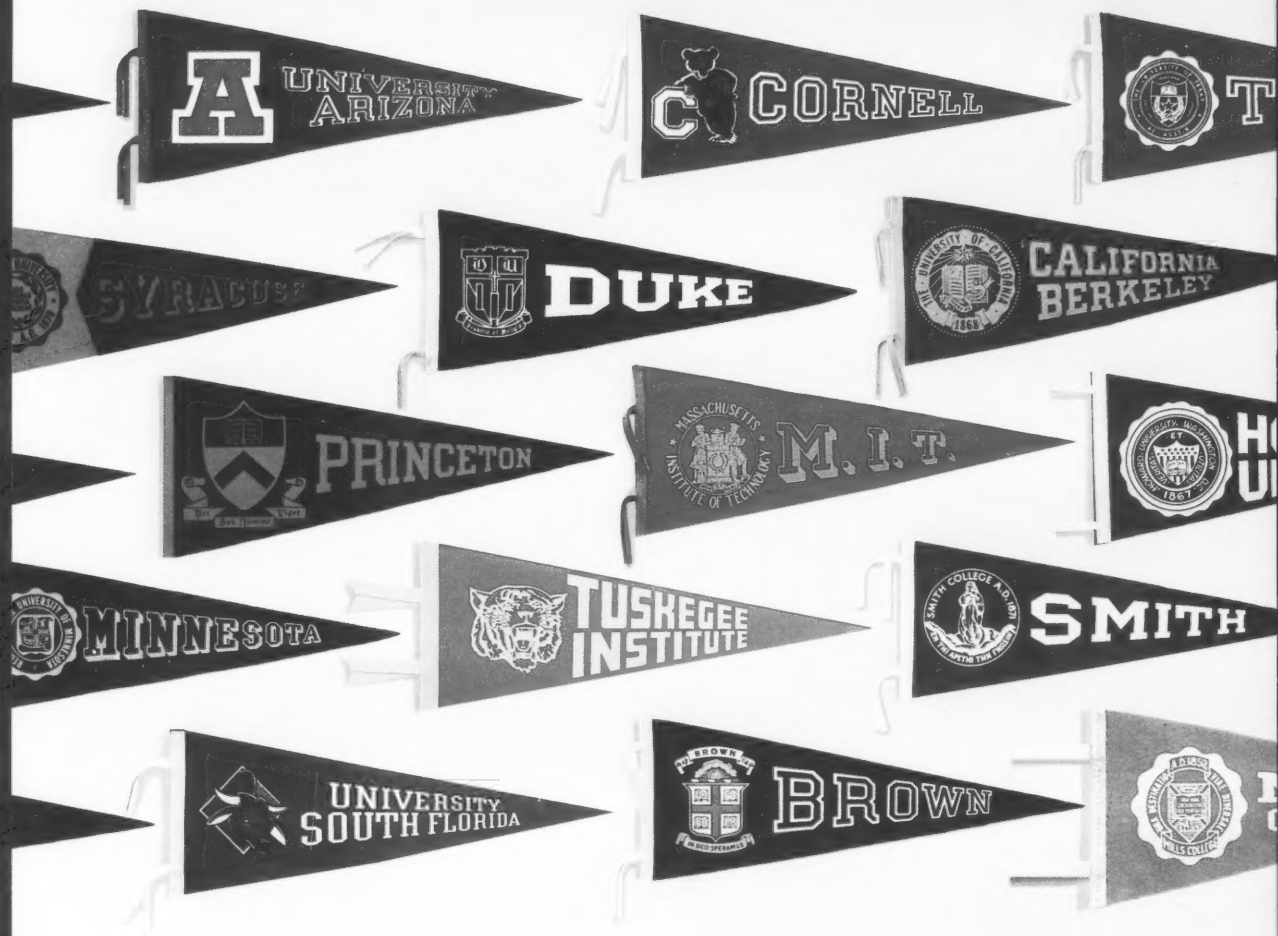
How two photographers can snap up more readers for you.

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For further information concerning these programs and others offered by Parade Magazine, call Carlo Vittorini at (212) 573-7000

than any other magazine.

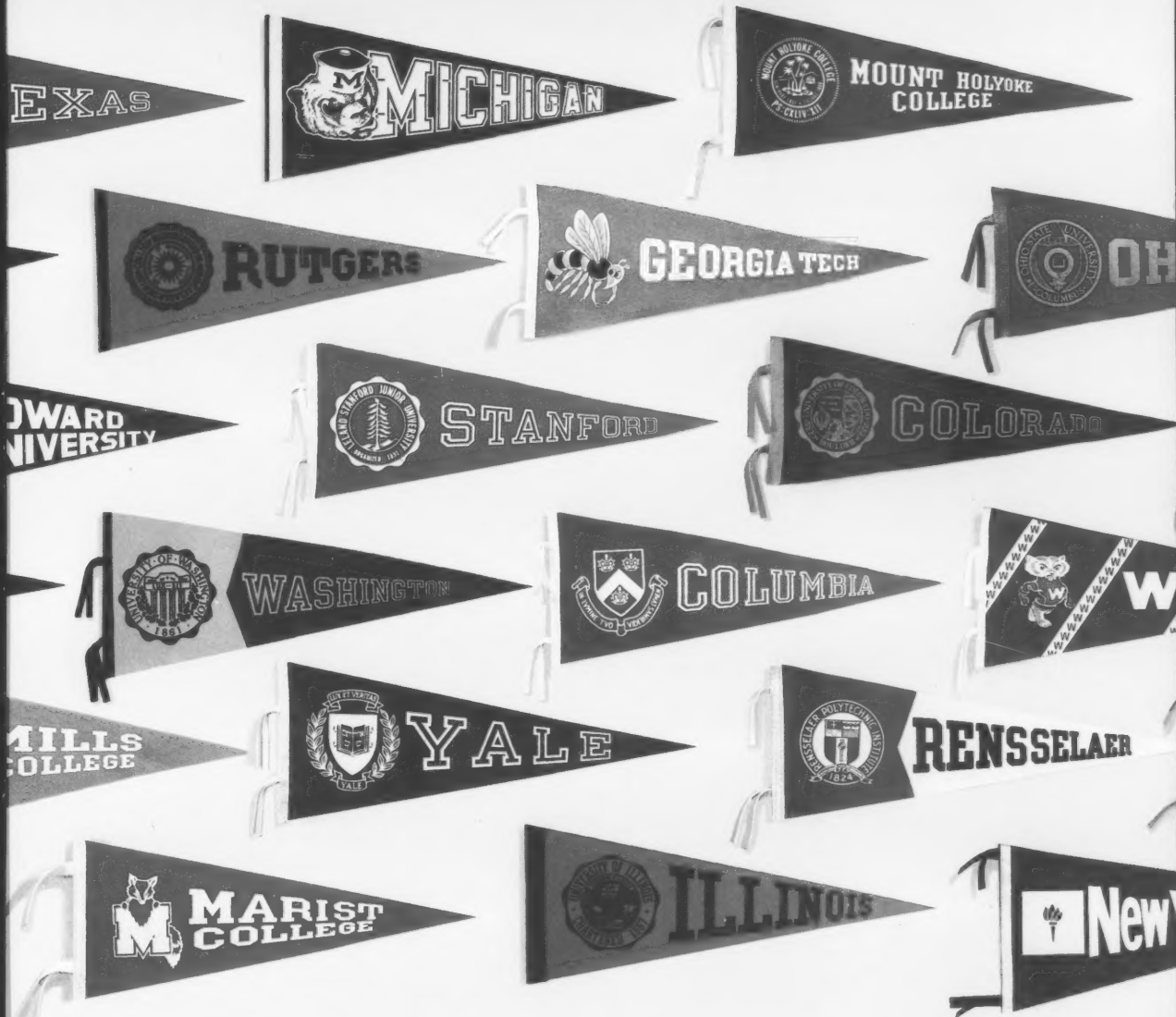


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Supporting higher education isn't a new idea. Millions of people make contributions; so do hundreds of companies.

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and science. This kind of support enriches the curriculum for all students, including those in liberal arts.

IBM contributed more than \$82 million to hundreds of schools last year, some of them represented here. Our "2 to 1" Matching Grant Program generated another \$12 million: \$4 million from our employees was matched by \$8 million from IBM.

Education is important to all of us. We all depend on the students, and the ideas, coming out of America's colleges and universities. It's only fair that they can depend on us.

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IBM

Editor & Publisher

THE FOURTH ESTATE

Robert U. Brown, President
Ferdinand C. Teubner, Publisher

James Wright Brown
Publisher, Chairman of the Board, 1912-1959

New look for libel suits

The Supreme Court's ruling that a private individual seeking damages for libel on matters of public concern has the burden of proving that the offending statements were false, coupled with the increasing success of newspaper countersuits against individuals who file frivolous libel claims, puts a new light on what was becoming an increasingly ominous threat to newspapers.

The Court noted "there will always be instances when the fact-finding process will be unable to resolve conclusively whether the speech is true or false . . . and where the scales are in such an uncertain balance, we believe that the Constitution requires us to tip them in favor of protecting true speech."

This will make it more difficult for libel plaintiffs to win damages and, we hope, reduce the extravagant sums some juries have awarded as damages.

Many libel suits are brought by individuals who honestly believe they have been damaged by publication. Just as many, however, are brought by individuals who seek to damage a publication for printing something they didn't like, or who see easy money because of the proclivity of juries to award large damages.

Many newspapers are attacking the latter evil through countersuits for libel actions brought frivolously by individuals. Just last month a Florida paper won more than \$25,000 in legal fees and court costs from an attorney whose suit against the paper was dismissed. The court upheld the newspaper's contention that it had been purely a nuisance suit.

This technique was started to our knowledge, by the *Charleston* (W. Va.) *Gazette* in 1983 (*E&P*, March 5, 1983, pages 4 and 14). It has won other cases since then, as have others. The beauty of this technique, if it is pursued by other papers as well, is that it will act as a deterrent to nuisance suits and save everybody a lot of money.

Hopefully, these two developments may have a calming effect on the sea of libel which at times has been storm-tossed and threatening.

Promotion excellence world-wide

The *E&P* Newspaper Promotion Awards were launched in 1932 in cooperation with the National Newspaper Promotion Association. The presentation of the 1985 awards in Ft. Lauderdale next week will mark the 51st year of the competition (allowing for a three-year hiatus during World War II) and will be given at what is now the much larger and more prestigious International Newspaper Promotion Association convention.

What is most significant about this year's awards, as was last year's, are the number of awards to non-U.S. publications. There are 136 first place winners and certificates of honorable mention. More than 10% of the 52 first place awards go to newspapers in Canada, Pakistan, England and Hong Kong. Honorable mentions go to papers in Scotland, and New Zealand. Last year Norway and Sweden were included.

It is a fine testimonial to the growing influence of INPA and the Promotion Awards around the world.



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Letters to the Editor

Criticizes the use of canned editorials

The April 19th issue of *E&P* contained an article on editorials ("Editorials still have impact") which I thought was absolutely beautiful and which expressed ideas I couldn't agree with more.

The only trouble is that this isn't the way it's practiced in the real world.

Canned, unattributed editorials are a plague used by hundreds of American newspapers today. That means that millions of readers are duped daily, thinking their hometown editor wrote the editorial when he actually didn't. It means that the facts of the editorial have not been personally researched so that the local paper cannot vouch for the accuracy of what is said. That the so-called "individual personality" of the paper is determined somewhere else. And that the glorious legacy of William Allen White and others is given a good solid boot in the pants, along with the myth of the American editorial page as a bulwark of integrity, honesty and thoughtful expression.

UNESCO ought to know about this phenomenon: it has been burned badly by canned, unattributed editorials.

Between December 1983 and January 1985, a period of 14 months, UNESCO's clipping service brought in 1,551 clips of editorials from papers

Ad carried the wrong figures

We understand that we've made an error in numbers in our ad, April 12, which indicated that the *Pittsburgh Press* photographic staff had won 35 of 48 awards in the News Photographers Association of Greater Pittsburgh.

In fact, we won 34 or 73 total awards and 9 of 14 first place awards. The ad read 8 of 14 first places.

The error occurred in not counting some of the honorable mention awards and in our haste to congratulate a fine photographic staff for an excellent year's work. After all, they did win 64% of the first place awards and a total of 47% of all awards given.

We may not know how to count in Pittsburgh, but we sure know how to take pictures.

J. BRUCE BAUMANN
(Baumann is assistant managing editor/graphics at the Pittsburgh Press.)

EDITOR & PUBLISHER for May 17, 1986

throughout the U.S. Unfortunately, 331 of those editorials, or 21.3%, were canned and unattributed. Scores upon scores of American papers parroted the same thing, line for line, without ever indicating that they never wrote or originated the editorial.

Journalists must be informed

Regarding Mr. Taylor's column on uninformed journalists (*E&P*, April 12). An uninformed journalist, or someone who does not make the effort to be informed, is not a real journalist.

I've known people in this business who would not pick up a newspaper while on vacation.

Few of us are blameless in being closed-minded about certain subjects. Just as my teen-aged son and daughter should read technical and business journals, I should force myself to watch tv news and read *People* magazine, and the entertainment sections.

Editors and journalism instructors can inspire young journalists to become well informed about everything in their world. Some can't be motivated.

In today's tight journalism market, those who do the hiring determine whether you have a copy desk made up of layout artists who can't spell, or experienced, knowledgeable editors. What's eternally said is that thousands of those "curious, information-acquisitive news pros" are on the outside looking in.

JIM CHURCH
Rohnert Park, Calif.

Even worse, if you take the total of editorials *against* UNESCO, 1,154 of them, and recognize that all the canned edits fit into this category, then the percentage of canned products jumps to an even higher 28.7%.

It was good that the *E&P* article extolled the virtue of the editorial page, but it would be even better if the American press carried out these ideals in practice. That might be an even better example also for the developing Third World press to follow.

JOSEPH A. MEHAN

(Mehan is chief of Public Information — U.S.A. for UNESCO.)

Concerning 'flasher'

In reference to your Editorial Workshop No. 623 (*E&P*, April 26), concerning the word *flasher*, you asked: "It is sure to find its way into forthcoming dictionaries. Is it slang? If so, what is the standard term?"

The word is listed in the 1983 edition of *The World Book Dictionary* as slang and also in *The Second Barnhart Dictionary of New English* (1980) as slang, with a citation from the *New York Times* for January 12, 1978, and with the following etymology: "(1974, from *flash* to display + -er) compare STREAKER."

Perhaps the only standard term is *exhibitionist*.

I hope this has been of some help to you. I read your Editorial Workshop with interest and frequently refer to *American Usage: The Consensus*.

OCTAVE S. STEVENSON

(Stevenson is chief, language and literature division, District of Columbia Public Library.)

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The Mobile Press Register
Represented by Newhouse Newspapers

A tense situation

AP's Beirut bureau chief says the U.S. bombing of Libya has intensified the dangers faced by American reporters in Lebanon

By Andrew Radolf

The U.S. bombing of Libya has "intensified considerably" the dangers faced by American correspondents in Beirut, according to Ed Blanche, who heads the Associated Press bureau there.

Blanche, in an interview at AP headquarters in New York, related that after the bombing, the bureau got a call from a friendly militia group warning that a Shiite extremist faction had earmarked the bureau for retaliation for the air raid. The militia advised all the westerners and Christians working in the bureau to leave for their own safety.

The militia offered to station about 20 of its own gunmen around the bureau for protection, but Blanche said that even so, the "friendly forces couldn't guarantee they could protect us."

"We had to leave. There were people looking for us," Blanche said, adding that the exit was hasty and clandestine.

Furthermore, the Lebanese members of the staff believed the continued presence of the others would endanger them as well and hinder their own reporting efforts.

"We had to leave. There were people looking for us," Blanche said, adding that the exit was hasty and clandestine. "We couldn't sit and wait for a diplomatic convoy to be set up."

Blanche declined to be specific about the details of the departure except to say that it involved three individuals, including himself. He said the staffers who remained are

Lebanese, but would not identify them further.

Blanche is now in New York awaiting reassignment.

"I felt very bad about leaving my people behind," he said. "The staff we have in Beirut are the greatest people I worked with. No one ever refused an assignment."

The need for a secret departure was underscored by the kidnapping of British photographer John McCarthy who was "snatched on his way to the airport." McCarthy's office was in the building next to the AP bureau.

Blanche said it is not known if McCarthy is still alive. He noted that the kidnapping occurred just two hours after the bodies of three slain kidnap victims were found in the mountains east of Beirut.

An AP team had gone to the site to "eyeball" the bodies and determine if one of them was Terry Anderson, the AP's chief Middle East correspondent who was kidnapped by Shiite gunmen in March 1985.

The three slain victims were identified as Lee Douglas, a professor of political science at the American University in Beirut; Peter Kilburn, librarian of the American University; and Philip Padfield, director of the International Language Center in West Beirut.

Blanche was sent to Beirut as Anderson's replacement. A 20-year-AP veteran, he was previously stationed for 10 years in the London bureau where he was responsible for covering the "troubles" in Northern Ireland. His AP tenure also includes stints in Africa, the Middle East and Europe and lots of coverage of "conflict situations, terrorism, sieges," he said.

Even before the bombing of Libya, "it was getting heavy" in West Beirut, Blanche continued. He said that bureau staffers began to notice unmarked cars and people with

walkie-talkies hanging around the office — "a sign they're looking for targets."

There had also been instances of gunmen roughing up journalists or firing shots between their legs "to get rid of you," but no one in the AP bureau was hurt seriously enough to be prevented from returning to work the next day, he said.

Despite the dangers, Blanche said the AP bureau will remain in West Beirut.

"It's politically expedient to stay there. You can cover all of Lebanon from West Beirut," he explained. "If we went to East Beirut, we'd be confined to the Christian areas. It's easier to get into Christian areas from Moslem areas and back again than the other way around."

The need for a secret departure was underscored by the kidnapping of British photographer John McCarthy . . .

But traveling through West Beirut, which Blanche called a "jigsaw puzzle of militia fiefdoms scrapping for turf," remains treacherous. A route of just half a mile, he said, can involve crossing the turf of "six militias and 12 checkpoints" with each group demanding "identification it will recognize."

The larger militias issue their own identification cards, Blanche said, and journalists have to be able size up which group is stopping them and produce the right ID. The matter isn't helped by the fact that often the armed men at the checkpoints don't wear uniforms or insignias.

(Continued on page 14)

Tense situation

(Continued from page 13)

"If you don't have that identification, you're automatically in trouble," he said.

Rockets, guns, mortars can be fired from anywhere, anytime and any direction. To minimize the risks, journalists try to avoid walking around the city, Blanche said. Instead, the bureau relies on two veteran, "street-smart" drivers.

"They know how to size up a situation. The drivers have saved the lives

"One way to avoid trouble is to look as much like everyone else," he said.

of AP people countless times," Blanche remarked.

Although the cars "have been shot up" on occasion, Blanche said the vehicles have not been given any protective armoring because that would tend to make them a target.

"One way to avoid trouble is to look as much like everyone else," he said.

But sometimes just looking like

every other westerner is trouble enough. Blanche recounted that an Irish friend who worked for a United Nations agency was abducted by gunmen who thought he was an American.

The gunmen were unmoved by the man's protests that he was from Ireland, Blanche said, because they did not know where Ireland was.

The gunmen finally let the man go when he showed them Ireland on a map, and only then because the country was shaded green — the Moslem holy color.

AP will at times take bylines off sensitive stories from Beirut, and on occasion, the bureau will flag a story "stateside only," Blanche said.

However, AP usually does not try to hide the source of a story by running it without a dateline or blending information from Beirut into stories datelined elsewhere, he said.

"You have to get into a particular frame of mind" to cover a perilous place like Lebanon, Blanche said. "It's almost a non-attitude. On one level you're aware of the risks and uncertainty of what the day will bring, but you just go into a certain level of non-awareness and carry on.

"You make sure you don't do silly things, but if you keep thinking about the dangers all the time you might as well not be there."

Blanche is not sure where his next AP assignment will be, although he hopes it is somewhere in the Middle East.

He'd like to return to Lebanon, but does not expect to be back there for a considerable length of time.

"There's not much point in going back and getting kidnapped," he remarked.

"Everything points to a deterioration of the situation — more factional feuding among Moslems and civil war between Moslems and Christians," he said.

There are some factions in West Beirut which are "annoyed at the

"There's not much point in going back and getting kidnapped," he remarked.

exodus of foreigners — the U.N., Red Cross — and might try to take care of the kidnappings, anti-western thing themselves, but the prospect of that is getting less and less," Blanche said. "The Shiite extremists are such an amorphous entity. They have no real structure. It's difficult to eliminate them by bumping off key people."

Chicago politician proposes newspaper newsrack tax

A striking *Chicago Tribune* worker has persuaded a Chicago alderman to propose a \$20 license fee on every newspaper box in the city.

Donald Rivas, a striking member of the Chicago Mailers Union Local 2, said he made the proposal to alderman Juan Soliz only because he is interested in increasing city revenue, and not because of the 10-month-old labor dispute between the Tribune and three production unions.

Rivas estimated the fee would raise \$1.6 million annually, while Soliz told a press conference the revenue would be closer to \$5 million.

Rivas said it was unfair that "these newspaper conglomerates can put their products on the streets and not pay a fee."

He also claimed the newspaper boxes were not permitted under city regulations.

Soliz's proposed ordinance would apply to all newspaper vending

machines except those of nonprofit publications.

"They use our streets, they use our

"They use our streets, they use our sidewalks. There's no reason newspapers should get a free ride," Soliz said . . .

sidewalks. There's no reason newspapers should get a free ride," Soliz said in a *Chicago Sun-Times* interview.

An attorney for the Chicago Newspaper Publisher's Association, which represents both the Sun-Times and the Tribune, immediately condemned the proposed ordinance.

"It's a tax on newspaper circulation and the Supreme Court has ruled that you cannot tax circulation, CNPA attorney James Klenk said.

"It's the kind of issue newspapers litigate."

Family feud in Spokane

Phoebe Cowles, a granddaughter of William H. Cowles, founder of the Cowles Publishing Co. in Spokane, Wash., has filed a suit seeking to dissolve the two family trusts which control her 12.2% stake in the family-owned companies.

Cowles is a first cousin of Cowles Publishing president William H. Cowles III and vice president James P. Cowles, who are brothers.

Cowles Publishing owns the *Spokane Chronicle* and *Spokesman-Review*, a television station, a video production company, a group of regional farming magazines, a newsprint mill and real estate holdings.

Phoebe Cowles filed the suit in
(Continued on page 48)

12 hours of torture

Freelance photographer on assignment for the El Paso Herald-Post is kidnapped, threatened and tortured before being released in Mexico

By Debra Gersh

When freelance photographer Al Gutierrez left the offices of the *El Paso* (Tex.) *Herald-Post* on assignment to shoot a construction site in nearby Juarez, Mexico, he thought it would be an easy way to make a few bucks.

But the assignment ended about 12 hours later, after Gutierrez had been kidnapped, threatened, tortured, beaten and tossed by the side of an isolated dirt road by a powerful Mexican drug smuggler and several of his men.

Gutierrez was hanging out at the *Herald-Post* on Wednesday, April 23, when the *Seattle* (Wash.) *Times* called asking if the paper had a file photo of the Cesar's Palace Hotel construction site in Juarez.

Construction permits are in the name of Empresa Touristica de la

"The first thing he did was put a gun to my head," the photographer said. "I felt like they had thrown me into a den of lions."

Frontera, although those familiar with the organization — including investigators — recognize it as a front for Gilberto Ontiveros, identified in *Herald-Post* articles as a "top drug figure in Juarez today."

According to *Herald-Post* articles, Ontiveros's income from drug deals is estimated by authorities as \$60,000 a week from drug deals, although his total wealth was not disclosed. Ontiveros has been known to carry a large briefcase with the words "The Boss" spelled out on it in diamonds and he admitted to purchasing the former home of the deposed Shah of Iran in Cuernavaca.

The *Herald-Post* had done a series beginning April 15 on organized crime and drug smuggling in the border area that "named names," Ontiveros's



Photographer Al Gutierrez demonstrates to *Herald-Post* staffers how his abductors choked him.



Reporter Terrence Poppa's life was threatened.

among them, said editor Jay Ambrose.

In a story by reporter Terrence Poppa, Ambrose said Ontiveros was identified as the "drug czar" of the border area.

But when Gutierrez went to photograph the site, he had no idea that Ontiveros was behind it, or why Ontiveros would not take kindly to someone from the *Herald-Post*. Gutierrez had not read the stories, and apparently, thinking he had, no one at the *Herald-Post* told him.

"It sounded like a pretty simple way to make a few bucks," Gutierrez told *E&P*. "Not once did they mention Ontiveros or the articles. I hadn't read any of the articles. I had no

warning at all.

"So when I got over there, it was the usual routine," he continued. "I parked in front (of a Mexican newspaper) and walked across the street (to the site). I wanted to go inside the enclosure where they had put in some windows — for a nicer photo. I went into the office, explained who I was and asked if I could take a photograph on this side of the fence. (The man inside) said he couldn't give permission, but the guy in charge would be back in about a half hour.

"I waited about 15-20 minutes (until the boss arrived at approximately 1:30 p.m.)," Gutierrez said. "I told him who I was and asked for permission. (In Mexico, he said, one can get into trouble for taking a photo-

"They had taken off my pants and said they were going to rape me and put an electrical charge on my genitals."

graph without permission.) He said, "Okay, come back to my office and we'll talk about it."

Gutierrez followed Ontiveros to a bungalow behind the site.

"The first thing he did was put a gun to my head," the photographer said. "I felt like they (the newspaper) had thrown me into a den of lions. If I had known (of the danger) I probably wouldn't have gone."

A group of six men then entered the office and a pillowcase was put over Gutierrez's head. He was told to lie on the floor, where he was subsequently choked with the pillowcase, beaten and kicked, all the while being questioned about the U.S. Drug Enforcement Agency and about Poppa, who had written about Ontiveros.

Gutierrez was told to take his pants off and was threatened with rape, with having electrical shocks put to his genitals and with having his head immersed in scalding water.

(Continued on page 32)

What effect will boycott have?

Local Newspaper Guild unit writes to journalism schools advising upcoming graduates not to seek jobs at upstate N.Y. daily due to low salaries

By Andrew Radolf

The local Newspaper Guild unit of the *Glens Falls* (N.Y.) *Post-Star* has written to a number of journalism schools in the Northeast and nationwide to advise prospective graduates not to seek jobs at the newspaper because of low salaries.

"We urge your graduates to think carefully before taking a position with any Howard Publications newspaper, but especially the *Post-Star*," the letter stated. "In a business where low salaries are common, the *Post-Star* appears to be out to set records."

The letter charged that the suburban editor earned only \$200 a week and needed food stamps to help support his family. It also charged that reporters in the past have had to

"In a business where low salaries are common, the Post-Star appears to be out to set records."

resort to delivering pizzas for supplemental income.

Contract talks with the *Post-Star* have been stalled since June 5, 1985, when the newspaper proposed a minimum starting salary for reporters of \$180 a week.

The Guild charges that the offer is way too low.

The newspaper also wants to change the contract to make the first day of an illness unpaid.

Last fall, the Guild also called on readers and advertisers to boycott the 34,500 daily circulation newspaper, but management stated the boycott has had little effect.

"He (publisher James Marshall) still insists \$180 is a fair salary for starting reporters," said reporter Sheila Nason, who signed the letter to journalism schools.

Nason added that the *Post-Star*'s own statistics show that employees averaged only two absentee days a year, way below the 8-days-a-year average cited by the Chamber of

Commerce for other businesses in the area.

"Their statistics don't justify that at all," Nason said of the proposal to eliminate the first paid sick day.

Nason added that so far she has received two responses to the letter to journalism schools. One came from a Columbia University journalism student who, Nason said, was reconsidering going to Glens Falls for a job interview. The other reply came from Sydney Gross, chairman of the journalism department at New York University who said the Guild's letter had been "received and noted," Nason said.

Publisher Marshall, however, said the *Post-Star* has not received any inquiries from journalism schools in response to the Guild letter.

"We have just recently gone on a recruiting trip to colleges in the area," Marshall said. "We were well received and had no problems with hiring people."

Marshall said the \$180 a week offer is a "minimum" starting salary.

"It does not mean everyone has to start at \$180, but that we will not hire for less," he said. "We often hire for more."

The contract proposes that reporters have a top salary of \$375 a week, although that figure would not be based on length of service, Marshall said.

"Our plan is based on merit more than years. The range is what we feel it takes out in the marketplace to attract the people we're looking for."

The proposal to eliminate the first paid sick day was made, Marshall continued, because the company believed "we had a lot of one-day illnesses — the Monday and Friday blues. We wanted to see if we couldn't slow it down."

He said management has proposed giving employees an additional personal day, for a total of two-a-year, which employees could "elect to use" on the first day of an illness so they would still be paid.

Nason said that the situation at the *Post-Star* has resulted in high turnover in the newsroom. She said four

of seven general news reporters have left for other jobs in recent months.

Marshall responded that the *Post-Star*'s newsroom turnover rate was not abnormal for the industry.

"We have just recently gone on a recruiting trip to colleges in the area," Marshall said. "We were well received and had no problems with hiring people."

"Newsroom turnover is always high," he said. "It goes in streaks."

The Guild recently suffered a setback, according to Marshall, when the National Labor Relations Board on May 2 rejected as "unfounded" a union charge against the newspaper of unfair labor practices.

Reacting to the NLRB decision, Nason said: "We may go on forever here without a contract. Without an unfair labor charge by the NLRB, if we strike, we'll all be fired and replaced."

Brian O'Donnell, an Albany attorney for the Guild, said he has not received any notification from the NLRB that it has reached a decision on the complaint. He said the Guild would wait until it heard from the NLRB before deciding on its next move.

Knight-Ridder changes name

The shareholders of Knight-Ridder Newspapers, Inc., have voted to approve taking the "newspapers" out of the company's name.

The corporation will now be known as Knight-Ridder, Inc.

Chairman Alvah Chapman said the name change was sought to reflect the company's diversification into other media businesses.

Editor & Publisher

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Businessman fights back

Head of N.J. bank runs an ad denouncing newspaper articles about him; challenges paper to put up \$1 million and go before arbitrators

By Andrew Radolf

Robert E. Brennan, the head of First Jersey Securities, recently took out a full-page ad in the *Philadelphia Inquirer* to charge a recent series of the newspaper ran about him was "materially false, misleading, libelous and defamatory."

Brennan challenged the newspaper to submit the story to a panel of independent arbitrators who would rule on its truthfulness. Under his proposal, he and the newspaper would each put \$1 million into escrow and the loser would then pay that \$1 million to charity.

The *Inquirer* rejected Brennan's arbitration proposal. The newspaper's editors stated that the *Inquirer* stood ready to correct any errors in the series, but they pointed out that Brennan's ad did not cite any specific errors of fact.

The ad appeared in the *Inquirer* on April 28 and earlier in the month had run in several New Jersey newspapers, including the *Asbury Park Press*, *Camden Courier-Post*, *Atlantic City Press* and the *Star-Ledger* in Newark.

Several prominent New Jersey residents, including former Governor Richard J. Hughes, former U.S. Attorney W. Hunt Dumont, Camden Mayor Melvin R. Primas Jr. and state Senate President John Russo, signed the ad in support of Brennan's arbitration challenge. Several other state legislators and government officials also signed the ad.

"He hasn't taken us up on our offer to tell us what was wrong with the story," said *Inquirer* managing editor Gene Foreman.

Brennan also charged, after taping an interview for public television, that the *Inquirer* and the Securities and Exchange Commission were conspiring to discredit him.

The *Inquirer* series, which began

THERE IS ONE THING MORE IMPORTANT THAN FREEDOM OF THE PRESS.

THE TRUTH!

I BELIEVE PROTECTING MY GOOD NAME IS WORTH ANY COST, ANY TIME, ANY BATTLE.



We endorse the above mentioned challenge to *The Philadelphia Inquirer*. Bob Brennan is a good citizen. He has a right to prove—quickly without delay—any false statements and innuendoes defaming his good name.

By: [List of names]

Brennan ran this full-page ad in several newspapers, including the *Inquirer*.

April 13, detailed First Jersey's problems with the SEC over the firm's sales practices.

The series also said that First Jersey is the subject of a grand jury investigation into possible violations of federal law in connection with more than \$100,000 contributions by its salesman to an unsuccessful 1982 U.S. Senate campaign by Jeffrey Bell. Brennan was financial chairman of the campaign.

On May 1, three First Jersey employees and a former employee were indicted on charges of obstruction of justice and perjury in connection with two federal probes of the investment firm.

One of the indictments is related to the probe of the campaign finances. The other three indictments are related to a civil complaint by the SEC charging First Jersey with manipulative stock recommendations that defrauded the firm's customers of \$9.6 million.

Brennan, who could not be reached

for comment, has not been indicted. "He hasn't taken us up on our offer to tell us what was wrong with the story," said *Inquirer* managing editor Gene Foreman. "He has not specified what was inaccurate. He's run a lot of ads, but they've all been generalizations."

Foreman said the *Inquirer's* policy is to "investigate all allegations of unfairness."

Executive editor Gene Roberts remarked that although "not one single error has been pointed out" by Brennan, there was an "error" in his ad.

"He stated 'an honest article would have prominently disclosed' that First Jersey was never found in violation of securities law," Roberts said. "Our series pointed that out, not once but three times — part one, part two and again in a sidebar."

Roberts said he did not see any merit in going to arbitration.

"The difficulty for a newspaper is that unlike a trial, be it criminal or civil as in a case of libel, there's no subpoena power and no way to compel witnesses to testify. There's no power to put people under oath. There's no rights and protections of a legal procedure."

He added: "Even in this case, the government has had difficulty getting employees to tell the truth. That's why four have been indicted on perjury charges."

If you set that as a precedent, every headline seeker who had a quarrel with an article would turn to arbitration, Roberts said.

There was also a practical reason for rejecting the arbitration idea, Roberts said.

If you set that as a precedent, every headline seeker who had a quarrel with an article would turn to arbitration, Roberts said.

(Continued on page 59)

Record entries for E&P's 51st annual newspaper promotion competition

Chicago Tribune wins awards in seven categories

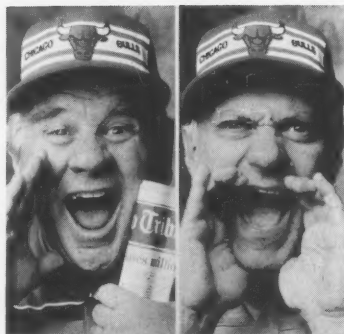
The 51st annual *Editor & Publisher Newspaper Promotion Competition* set a record high this year with 1,672 entries representing some 500 newspapers around the world.

The first awards were presented in 1931 (there were none presented during World War II, 1943-45) when the then-named National Newspaper Promotion Association (now the International Newspaper Promotion Association) accepted E&P's offer to act as a sponsor for the promotion honors.

The awards are presented in 13 categories — circulation/editorial, advertising promotion, trade press, radio, television, outdoor/poster, direct mail, multi-media, market data/research, circulation/carriers, public relations/community service, newspaper in education and employee newsletter.

In most categories there are four circulation designations — under 50,000; 50,000-100,000; 100,000-200,000 and over 200,000 — although this year, because of a limited number of entries, awards for trade press and radio promotion in the two smaller circulation groups were combined.

In addition, for the first time a Best of Show award will be presented this year to the newspaper with the most outstanding promotion of 1985. That winner, however, will not be announced until May 20, when all the



How to spot the truly knowledgeable Bulls fan.

The guy on the left and just recognizes the head of the Chicago Bulls. The guy on the right... (text partially obscured)

Chicago Tribune
One of its first prize ads

promotion awards are presented during the INPA conference in Ft. Lauderdale, Florida, from May 18-21, where the entries will be on display.

The judging for 1985's awards was coordinated by Chris Winwood and Fred Barger of the *Miami (Fla.) Herald* promotion department.

In February, 36 judges were sequestered in Miami for three days to sift through the entries.

The *Chicago Tribune* was 1985's big winner, taking home awards in seven categories for papers with circulations over 200,000. The Tribune garnered a first place award for its

direct mail promotion, two certificates of merit for its multi-media entries and a certificate of merit in each of the radio, poster, outdoor and public relations/community service categories.

The Telegram & Evening Gazette of Worcester, Massachusetts, and the *Sacramento (Calif.) Union*, tied as the second big winners, each taking home five awards.

The *Telegram & Gazette*, competing in the 100,000-200,000 circulation division, took home a first place for its trade press entry, two certificates of merit in the circulation/editorial division and certificates of merit in the advertising and multi-media categories. The *Sacramento Union*, judged in the circulation categories of 50,000-100,000 and under 100,000 for the combined divisions, won three first place awards, in the trade press, radio, and outdoor/poster categories, and two certificates of merit, one for an outdoor/poster promotion and one for television.

Seventeen newspapers won two of the total 136 awards. For a list of all the 136 award winners, see the accompanying chart.

Judges of the 51st *Editor & Publisher Promotion Awards*, their affiliations, and divisions they judged were: Gloria Brown Anderson, editor

(Continued on page 54)

Auto makers, give Boston the o'one, two.



Worcester Telegram & Gazette
First Place — Trade Press

Scholar & Scribe

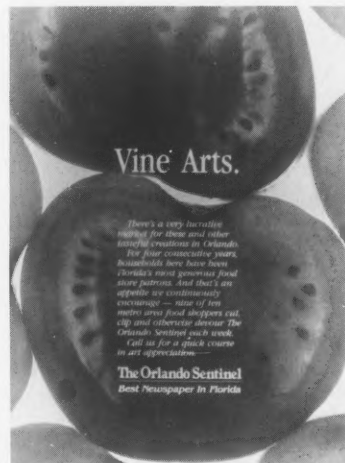
It's not just kids' stuff... teachers use it, too!

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From first graders to high school seniors, students of all ages and interests are turning to *Scholar & Scribe* every Monday.

Austin American-Statesman

Austin American-Statesman
First Place — NIE category



Orlando Sentinel
First Place — Trade Press

1985 E&P/INPA PROMOTION CONTEST WINNERS

CLASSIFICATION #1 Circulation/Editorial

Circulation	Newspaper	Circulation	Newspaper
Under 50,000 First Place	Herald Karachi, Pakistan	Certificate of Merit	Dawn Group Karachi, Pakistan
Certificate of Merit	Pierce County Herald Puyallup, Wash.	100,000-200,000 First Place	American Statesman Austin, Tex.
Certificate of Merit	The Saratogian Saratoga Springs, N.Y.	Certificate of Merit	Telegram & Gazette Worcester, Mass.
50,000-100,000 First Place	Telegraph & News Macon, Ga.	Over 200,000 First Place	Or. County Register Santa Ana, Calif.
Certificate of Merit	Times Tribune Palo Alto, Calif.	Certificate of Merit	Times-Dispatch & News-Leader Richmond, Va.
Certificate of Merit	The Home News N. Brunswick, N.J.		

CLASSIFICATION #2 Advertising Promotion

Circulation	Newspaper	Circulation	Newspaper
Under 50,000 First Place	Herald-Telephone Bloomington, Ind.	Certificate of Merit	State/Columbia Record Columbia, S.C.
Certificate of Merit	Burlington Co. Times Willingboro, N.J.	Certificate of Merit	Telegram & Gazette Worcester, Mass.
50,000-100,000 First Place	Telegraph & News Macon, Ga.	Over 200,000 First Place	Star & Tribune Minneapolis, Minn.
Certificate of Merit	Pueblo Chieftain Pueblo, Colo.	Certificate of Merit	Suburban Press Cincinnati, Ohio
100,000-200,000 First Place	Roanoke Times & World News Roanoke, Va.	Certificate of Merit	Miami Herald Miami, Fla.
		Certificate of Merit	Plain Dealer Cleveland, Ohio

CLASSIFICATION #3 Trade Press

Circulation	Newspaper	Circulation	Newspaper
Under 100,000 First Place	Sacramento Union Sacramento, Calif.	Over 200,000 First Place	Orlando Sentinel Orlando, Fla.
100,000-200,000 First Place	Telegram & Gazette Worcester, Mass.	Certificate of Merit	Houston Chronicle Houston, Tex.
		Certificate of Merit	Herald/Evening Times Glasgow, Scotland

CLASSIFICATION #4 Radio

Circulation	Newspaper	Circulation	Newspaper
Under 100,000 First Place	Sacramento Union Sacramento, Calif.	Over 200,000 First Place	Rocky Mt. News Denver, Colo.
Certificate of Merit	The Herald Everett, Wash.	Certificate of Merit	Chicago Tribune Chicago, Ill.
100,000-200,000 First Place	S. F. Examiner San Francisco, Calif.	Certificate of Merit	News & Sun-Sentinel Ft. Lauderdale, Fla.

CLASSIFICATION #5 Television

Circulation	Newspaper	Circulation	Newspaper
Under 50,000 First Place	Bradenton Herald Bradenton, Fla.	100,000-200,000 First Place	The State/Record Columbia, S.C.
50,000-100,000 First Place	Eastern Daily Press Norwich, England	Over 200,000 First Place	Chronicle/Examiner San Francisco, Calif.
Certificate of Merit	Sacramento Union Sacramento, Calif.	Certificate of Merit	Journal Milwaukee, Wis.
		Certificate of Merit	Washington Post Washington, D.C.

(Continued on page 52)

Toronto daily says good-bye to youth carriers

Circulation director says complaints have fallen from over 4,000 per week to less than 1,000 a week

By Debra Gersh

As part of its efforts to improve delivery service to its subscribers, the *Toronto Globe and Mail* will no longer use youth carriers, opting instead for adult delivery people.

According to circulation director Nick Russo, in early 1984 the paper had about 3,400 youth carriers — and about 4,200-to-4,500 complaints a week.

Now, there are approximately 550-to-580 adult carriers (no youths) and the number of service complaints had fallen to 932 the week before Russo spoke with *E&P*.

In addition to changing its carriers, the paper is also delivered an hour earlier, at 6 a.m., and 96% of its subscribers pay by mail. By the end of May, all subscribers will have to pay by mail or face cancellation of service, Russo said.

To begin the changeover, Russo began weeding out youths by attrition. When a kid quit a route, it was absorbed by an adult carrier. According to Russo, turnover among youth carriers was in excess of 100% a year.

In early March, 60-day notice of termination was sent to the 600 or so kids who still held routes.

"We had to draw the line," Russo said. "Twenty-eight months of attrition got us to the fewest possible" youth carriers before they had to be fired.

"It's the end of an era," said the former paper boy and district manager. "It's sad to see the kids go, but at the same time we're looking at the benefits of improved service. It was hell doing it with kids, on a comparative basis. You can't be traditional forever."

Kids are "more difficult to handle than 20 or 30 years ago, when a sense of responsibility existed more so than it does today," he continued. "You can't discipline other people's children."

In addition to earlier and more reliable service, Russo said benefits

include better penetration, as adult carriers can drive further and handle more drops than youths; saved revenue from needing less carriers and district sales representatives and protection of the bundles from unnecessary exposure to the elements, as the adults simply drive to the plant to pick up the morning's papers, rather than having them dropped on a street corner for three hours before being picked up by a youth (this also saves time for the delivery trucks, which have to make less stops now), Russo said.

"It's sad to see the kids go, but at the same time we're looking at the benefits of improved service."

There were, of course, some letters protesting the changeover, especially from parents of carriers terminated, but Russo said once he began to outline the reasons and explained the cause and effect, people began to understand.

"It's in too early a stage (to determine effects of circulation). The only thing we can measure now is the service complaints, which are down under 1,000 a week from four times that much," said Russo, adding that the main reason people cancel subscriptions is poor delivery service. "It wasn't something that was done overnight. But it really is a pleasure to get more letters commending you on your good service than the usual letter tearing you apart for poor service."

"Every sign I've looked at is 100% positive," he continued. "I foresee even better service. If you can provide good service, your circulation goes up naturally. If you promise something, you have to deliver."

The *Globe and Mail* has its main printing plant in Toronto and five printing plants located across Canada

served by satellite.

In addition to changing its carriers, the paper is shifting its circulation from a rural-urban mix of 330 communities and concentrated it in 60 major urban centers, which account for over 70% of the Canadian population.

N.J. newspaper sale completed

The sale of two northern New Jersey newspapers from Allbritton Communications Co. to Garden State Newspapers Inc. for an undisclosed sum has been completed.

The acquisition agreement had been announced in April (*E&P*, April 19).

According to John Buzzetta, chief operating officer of Garden State, the company purchased certain assets of the *News of Paterson* and *The Dispatch* of Union City. He said about 75% of the employees from the two papers have been kept on the payroll.

The *News*, while remaining separate, will consolidate its production facilities with the *Herald News* of Passaic, purchased by Garden State last year. The composition and printing of the *Dispatch*, formerly done in Paterson, will be done at Garden State's *Daily Journal* in Elizabeth, although more of the *Dispatch*'s editing and makeup will be done in Union City.

The newspapers will remain separate and different, he continued, with combinations occurring mainly in sections such as features, sports, obits and comics pages.

While Allbritton employees received letters notifying them they were no longer employed by the company, Buzzetta said those employees retained were immediately put on the Garden State payroll, and wages and benefits will be the same or better.

Changeovers were made May 3, and, according to Buzzetta, the transition went "extremely smoothly."

Creatures of habit

Surveys show most single copy newspaper readers follow well-established patterns; only a small percentage buy a paper on impulse

By Mark Fitzgerald

Single copy newspaper buyers are just as much creatures of habit as subscribers, according to researcher Tom Holbein.

"Our surveys show that less than 5% of people who buy single copies do so on impulse. The other 95% are habitual purchasers following well-established routines," said Holbein, vice president of Dallas-based Belden Associates.

"When a single-copy purchaser tells you he or she buys 'when I'm in the mood for a paper,' you can bet the mood strikes about the same time each week — for Wednesday food day, Friday entertainment, the Sunday package, or whatever else is predictable content," Holbein added.

This finding is just one way research can help evaluate the single copy customer — and help boost single copy sales, Holbein told attendees of a recent Inland Daily Newspaper Association meeting in Houston.

About 20% of newspaper readers are single copy buyers, Holbein said, but that number goes up dramatically in the nation's biggest cities.

And, he added, there are more recent developments that are boosting the percentage of single copy sales.

Bill Small gets new post

Fordham University's Graduate School of Business Administration announced the creation of the Center for Communications and named William J. Small, former president of NBC News and United Press International, its director.

Small was also named Felix E. Larken Professor of Communications. The Larkin chair was endowed by W.R. Grace & Co. in honor of its former chairman.

The center will conduct research, seminars and lectures in modern communications, Fordham said.

Among these: the increasing mobility of Americans; growing concerns about security; and home delivery problems.

In addition, Holbein said, there is "the disturbing tendency on the part of a growing number of Americans not to need a paper every day. They find single copies fit with their schedules, lifestyles and needs better than a home-delivered product."

Single copy buyers are mostly male — up to 70% of buyers in some markets — and are younger and predominately white collar, with middle-range incomes that on average are below \$35,000.

Holbein said research shows single copy buyers are "news hounds" seeking a "quick fix of information on a regular basis."

More important, though, are the so-called psychographics of single copy buyers.

News hounds

Holbein said research shows single copy buyers are "news hounds" seeking a "quick fix of information on a regular basis."

They also feel time pressures more intensively than newspaper subscribers and tend to have specific content in mind when they are buying.

There are a number of things, Holbein said, that newspapers can do to snare this type of buyer:

- Color above the fold.

"There is strong evidence that color above the fold is important to single copy sales," he said.

- Rack cards featuring timely content.

"In a recent study conducted by the *Austin (Tex.) American Statesman* . . . the best-remembered rack card was not connected with a news story. It promoted a feature on expectant fathers, tying in nicely with

the new baby boom that has surfaced in many cities," Holbein said.

- Variety of content.

"The daily package must promote the wide range of 'quick fixes' it offers the single copy consumer of information. One or more of these will help trigger a sale," he said.

In concluding remarks, Holbein joked that revenue from single copy sales could be increased with just a single step: "Convince the U.S. Mint to replace the quarter with a 35¢ piece."

Legislator will rate the media

Mark Killian, an Arizona state representative, believes turnout is fair play when dealing with the media.

The Republican lawmaker recently distributed a survey form designed to rate the most- and least-effective members of the capitol building press corps.

His poll is nearly identical to one published April 6 by the *Arizona Republic*, which listed the 10 most and 10 least-effective legislators. Killian was not rated in either group.

"Since we seem to be in the mode of surveying people about our large family down there at the legislature, we felt it might be good for our constituents to know about their hometown newspapers and how the legislators and lobbyists felt about them," Killian explained. "It's serious, but it's humorous."

Arizona Republic managing editor Alan Moyer took Killian's poll calmly.

"If that's the way he wants to have fun that's his prerogative," Moyer commented. "But I'm not sure how many (capital correspondents) will fill it out."

Killian said he will use his study to rate the top three and bottom three reporters at the capitol building.

The lawmaker disclosed that it cost him \$28 to print and duplicate the questionnaire. He said he copied the survey format from the Republic's, including the design of each question.

CIRCULATION

Classified ad takers sell subscriptions too

By M.L. Stein

The *Bellevue* (Wash.) *Journal American's* classified ad department is selling subscriptions with "extremely gratifying results," according to its manager, Steve Cissell.

In 1985 alone, Cissell said, seven inside-classified reps sold more than 1,200 subscriptions.

"The retention level of these starts has been very high compared to normal circulation sales crews," he added. "The publisher has been extremely pleased with the effort and the circulation department has appreciated the help."

In an article in *The Western Informer*, the official newsletter of the Western Classified Advertising Association, Cissell called the classified department "a natural for selling subscriptions."

He related that when the paper bought a Compositions Systems Inc. front-end system, his department asked for software that would provide it with a report of how many classified customers were subscribers.

Ad takers, Cissell recalled, asked each caller if he or she was a subscriber and put the information in the ad template. The date was given to the circulation department for its evening solicitation crews.

"The results were disappointing," Cissell said. "We expected it to be one of their best sales tools, but it ended up being no better than any of their other leads."

The classified department then decided to let its own ad takers try to get the circulation order when they had a customer on the phone.

"They (the ad takers) already knew if the person placing the order was a subscriber or not, and if the customer had originated the call," Cissell continued. "What better way to make sure their ad was in the paper, worded correctly, than to have it delivered to their front porch every morning. This made it easier for them to say yes and harder . . . to say no when we asked them to subscribe."

In 1985 alone, Cissell said, seven inside-classified reps sold more than 1,200 subscriptions.

Cissell stated the classified staff was allowed to offer a half-price subscription for a three-month start. After a year of this method, it was decided to go for full price.

"We were amazed that the number of sales did not drastically fall off, but

appeared to keep right on," the manager reported.

Cissell said the ad taker gets a \$3.50 commission on each full-price start. After 50 starts, he and the circulation manager take the sales person to lunch.

To avoid having the classified department become an extension of the circulation phone room, Cissell imposed some strict rules.

"We made it extremely clear to the classified staff that their sales efforts were not to interfere with their normal classified sales," he said. "It was an add-on, only to be used as time permits. If the phones were ringing off the hook with classified customers, they were to forego the circulation sales and concentrate on servicing the classified customer."

In addition to bringing increased circulation, Cissell observed, the sales effort has improved relations between the classified and circulation departments.

"Each of us has developed a better understanding and respect for the other's department . . . and the classified department staff has moved out of its traditional area of sales responsibility, and is better able to grasp and understand the overall goals of the newspaper," he asserted.

ADVERTISING

Taking care of contract advertisers

By M.L. Stein

The *Long Beach* (Calif.) *Press-Telegram* has launched a "Partnership Contract" program that provides sizeable discounts to regular advertisers.

Retail advertising manager Jim Rowley, who originated the idea, said the contract is offered to companies which have advertised in the paper for at least the previous 12 months.

If the advertisers sign a one-year contract, he explained, they pay the regular lineage rate equal to the previous year's. But, in addition, they are offered new lineage at discounted rates of 25% to 79%.

Rowley claimed the contracts will increase volume for the paper and benefit advertisers and readers as well.

He said the program is similar to those at other newspapers, but yet special.

"Ours is special for two reasons," he stated. "First, the commitment to new business is liberal and second, the amount of rate cut is deep."

The *Press-Telegram*, a Knight-Ridder newspaper, signed its first contract with the May Co. department store in January. Since then, Crowley said, other contracts have been signed with JC Penny, K Mart, Dooley's hardware, Circuit City, Lucky/Gemco and Sears. He said the agreements have ranged from a 5% to 47% volume increase.

Meanwhile, The *Press-Telegram* reported that its new sales and marketing center is in full operation in a separate location in Long Beach.

Circulation marketing manager Gene Pearlman said the center allows for all sales to be conducted in-house, which means a phasing out of outside-contracted-sales people. He added that 50 new telephone sales reps have been hired for sales, renewals, collections and quality control of new starts.

Bid make to buy Blair

A wholly owned subsidiary of McFadden Holdings, Inc., has offered to acquire John Blair & Co., owner of the direct mail firm Advo-System Inc., for \$287.5 million.

The Blair board has recommended to shareholders that the offer be rejected.

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For home delivery, call 825-POST.



THERE'S MORE *Denver* IN THE POST

Winner of the prestigious 1986 Pulitzer Prize for Public Service

IN BRIEF

Boston Herald, deliverers sign new contract

After seven months of negotiations, the *Boston Herald* and the union representing its delivery drivers recently agreed upon and signed a new labor contract.

The new contract is effective from Dec. 3, 1985, through March 2, 1989. The union, the International Brotherhood of Teamsters Local No. 259, ratified the agreement April 6.

Although in a prepared statement Publisher Patrick J. Purcell said negotiations were "difficult and protracted," he declined comment in a telephone interview on further details of the agreement in light of ongoing negotiations with other unions at the paper, which were expected to last "another couple of weeks."

Ralph H. Goscinak, secretary-treasurer and executive officer of Local 259, told *E&P* that the entire package works out to approximately \$130 per employee, and that driver jobs cut three years ago were replaced and five new routes were added.

According to Goscinak, the num-

ber of driver jobs, cut to 91, have been increased to 104-105. The union represents a total of 139 drivers, with the difference being substitute drivers for vacations, sick days and the like.

Goscinak said the union is pleased with the settlement and that there were some "good language changes in the contract" over jurisdictional wording (such as the jobs gained).

The contract was extended three months to give the paper "breathing room," to make more monies available, Goscinak said, adding that he has had indications from the business agents of other groups, such as pressmen, mailers, photoengravers and compositors, that the money package is acceptable and all that remains to be negotiated with those who have not settled yet are some contractual language changes.

'Saturday' debuts in Denver Post

The *Denver Post* has started a new section called *Saturday* which is designed to help families celebrate the end of the school and work week.

The insert replaces Friday's *Home & Garden* section and Saturday's

Living & Arts.

The section, in addition to lists, advice and useful information, will feature comics, television listings and stories for children.

Birthday bash

The *Baltimore Sun* has selected Image Dynamics Inc., to design and implement a program of activities and events to celebrate its 150th anniversary.

The celebration will culminate in May 1987.

Black publications farm out printing

Baltimore-based Afro-American Newspapers shut down its letterpresses on April 28 and began "farming out" its printing to a "modern, offset printing facility."

The move will enable the Afro-American publications to offer more color, better graphics and clearer photographs.

The Afro-American publications had been printed on company-owned presses for over 90 years.



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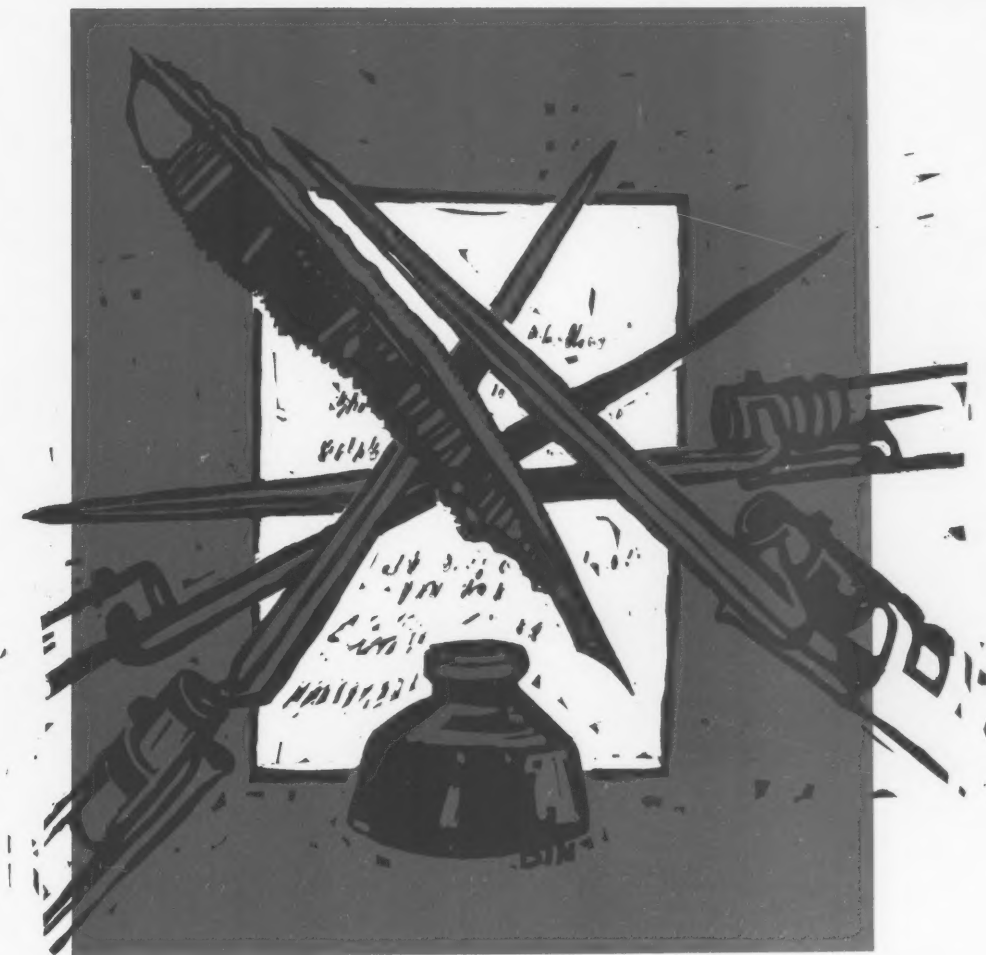


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“We must all hang together, or assuredly we shall all hang separately.”

Benjamin Franklin, July 4, 1776

America's railroads and farmers always have had a special relationship, sometimes stormy, always interdependent. Railroads helped make the establishment of agricultural communities in the western states possible, but farmers came to fear the economic power of the railroads and became the driving force behind initial government rail regulation.

That early regulation was intended only as a means of curbing rate abuses. Over time, it became a controlling web that grew more and more pervasive, intruding in virtually every facet of railroad operation and, ultimately, restricting the railroads' ability to provide the services upon which farmers and other shippers depended.

Unable to adjust rates rapidly to meet changing business or competitive conditions and hampered even in decisions as to the use of equipment, rail service deteriorated and farmers suffered. Grain shipments rotted on the ground as rail car shortages became an annual occurrence.

By 1980, it was apparent that something had to be done. Congress recog-

nized the need and passed the Staggers Rail Act, partially deregulating the rail system. This legislation allowed railroads to conduct business in an orderly, logical manner and to negotiate contracts with farmers and other shippers.

Now, after five years of partial deregulation, it's obvious that Staggers has provided real benefits both for railroads and farmers. During this five-year period, nationwide grain shipping rates declined by 26 percent. A study conducted jointly by the Department of Agriculture and Kansas State University found "...a significant decrease in rail rates in Kansas..." and called deregulation "...an important contributing factor in a market which made these decreases possible."

Deregulation is working for farmers as well as railroads and the timing couldn't be better because farmers currently need all the help they can get. Yet a few special interest shippers operating under the misnomer, Consumers United for Rail Equity (C.U.R.E.), have asked Congress to modify the Staggers Act: in effect, legislating a subsidy for their own industries to the disadvantage

of farmers and other satisfied shippers.

The Association of American Railroads is prepared to provide journalists with more information on this subject, including rebuttals of the charges C.U.R.E. has made. These include charges that rail-dependent shippers are subsidizing those less dependent (the reverse is more accurate); that deregulation has allowed coal rates to rise too fast (they have risen much less since Staggers than before); and that the Interstate Commerce Commission is unwilling to protect "captive" shippers from unreasonably high rates (actually, the Commission just has adopted new rate guidelines that have been overwhelmingly endorsed by the nation's leading economists).

There's a story here, but you need facts, not assertions, to tell it properly. To get them, write: Media Information, Dept. 609, Association of American Railroads, 50 F Street, N.W., Washington, D.C. 20001. Or, if you're on a deadline, call us at (202) 639-2550.



ASSOCIATION OF AMERICAN RAILROADS

IN BRIEF

'Lifeline' letters a big hit in Seattle

The *Seattle Times'* one-year-old Lifeline Letters project, in which readers write to religious dissidents in the Soviet Union, has resulted in "hundreds" of readers writing to people in the U.S.S.R who are being persecuted for their beliefs, according to the newspaper.

Last year, the Seattle Interreligious Task Force on Religious Freedom in the Soviet Union, approached the Times about starting the project which involved printing the names, photos and biographies of Christian and Jewish prisoners and detainees. Readers were urged to write to them or to officials responsible for the repressive policies.

"We are convinced from those rare answers that are received from Russia that we are keeping people alive in a very real sense," said Barbara Hurst, coordinator of the task force.

The task force recently presented Times editorial columnist John Hamer with an award honoring the

newspaper's continued commitment to human rights and religious freedom in the Soviet Union.

Hamer played a key role in developing the Lifeline Letters project.

Tribune Co. completes cable tv sale

The Tribune Co. of Chicago has completed the sale of eight cable television systems to Jones Intercable Inc. for \$195 million.

The systems are located in Lakewood and Palmdale, Calif.; Albuquerque, N.M.; Houghton, Mich.; Glencoe and Owatonna, Minn.; Milwaukee, Ore.; and Alexandria, Va.

Agreements on the sale of the Tampa, Fla., system to Jones Intercable and six remaining Tribune systems to other buyers are subject to local government approval.

Tribune will use the net gains from the sale to Jones to repay debt incurred to finance the \$500 million-plus acquisition of KTLA-tv, an independent station in Los Angeles.

Dow Jones asks employees to become 'checkers'

Dow Jones & Co. has begun asking its employees to become voluntary newsstand "checkers."

The idea behind the program is for Dow Jones employees to help the circulation department keep tabs on newsstands, vending machines and other single-copy outlets for the *Wall Street Journal*, *Barron's* and other company publications.

"We sell our publications at more than 50,000 outlets in the U.S., and we need to know about problems," said Al Simeone, circulation sales director.

Dow Jones spokesman James Fusilli described the volunteer program as "just an extra, allowing everybody in the company to participate in monitoring newsstands. The circulation department does it all the time."

Fusilli said the program has just begun and it was too early to give figures on how many employees have responded.

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— Robert Brown
Sales & Marketing
Manager Tampa Tribune

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New York Daily News • San Jose Mercury News • Philadelphia Daily News • The Philadelphia Inquirer • Detroit Free Press

Ownership Changes

Mr. and Mrs. Tom Boney have sold the weekly **Randolph Reporter** in Randelman, N.C., to Womack Publishing, Inc., of Chatham, Va.

The weekly was renamed the **Randleman Reporter**.

Edwin O. Meyer Associates Inc. helped facilitate the sale.

* * *

Bill Ramige, who has been a minority shareholder in the Glencoe (Minn.) Advertiser Inc. since 1981, recently became the majority owner of the company with the purchase of stock owned by Bill McGarry.

The company publishes the paid weekly **McLeod County Chronicle**, and the free distribution **Glencoe Advertiser** and **Arlington Shopper**.

* * *

Arthur Levitt, chairman of the American Stock Exchange, has purchased **Roll Call**, a 7,000-circulation weekly newspaper circulating on Capitol Hill in Washington, D.C., from Sidney Yudain.

Yudain, who founded **Roll Call** in 1955, will continue as **Roll Call's** editor and retain a minority interest in the weekly.

* * *

Robert M. White II, 71, announced he has sold the **Mexico (Mo.) Ledger** to Thomson Newspapers.

Thomson now owns five newspapers in Missouri including the **Cape Girardeau Southeast Missourian**, **Carthage Press**, **Skieston Daily Standard** and **Sedalia Democrat**.

White will continue as editor and publisher under the new ownership.

* * *

Tri-County Newspapers, owned by a partnership of William Dean Singleton, Richard Scudder and John Buzzetta, sold one of its four newspapers, the **Lake County Telegraph** in Painesville, Ohio, to the competing Lorain Journal Publishing Co., which has folded the newspaper.

Lorain, a subsidiary of Horvitz Newspapers, is the parent company of the **Lake County News-Herald** and the **Lorain Journal**.

Tri-Valley was created in 1984 with the purchase of the four dailies comprising the Rowley Newspapers group. Tri-Valley continues to publish **Ashtabula Star-Beacon**, **Geauga Times Leader** in Chardon, and the **Conneaut News-Herald**.

Buzzetta said circulation of the **Telegraph** was about 15,000 daily, versus the **News-Herald's** 43,000 daily and 51,000 Sunday circulation.

* * *

The 41,000 daily and 49,500 Sunday circulation **Warren (Ohio) Tribune Chronicle** has been sold to Ingersoll Publications by Helen Hart Hurlbert. The terms were not disclosed.

Ingersoll also recently purchased the **Daily Local News** in West Chester-Paoli-Coatesville, Pa., from John P. Thomas and his sister, Lois Ann Ziemba.

* * *

The **Washington (Pa.) Observer-Reporter** has acquired the **Waynesburg Democrat-Messenger**, **Monongahala Daily Herald** and two free weekly shoppers from Seattle-based Pioneer of Pennsylvania Inc. for an undisclosed sum.

* * *

Gary and Helen Sosniecki have sold the 1,800-weekly circulation **Humansville (Mo.) Star-Leader** to the St. Clair County Publishing co., which owns 14 other weeklies and shoppers.

* * *

Newspapers of New England, publisher of the **Concord (N.H.) Monitor**, bought the remaining 50% interest in the **Greenfield (Mass.) Recorder** from the estate of Sarah C. Conland and from her son and daughter-in-law.

* * *

Midwest Newspapers, Inc., owned by Michael Gartner and Gary Gerlach, has purchased the weekly **Algona Upper Des Moines** newspaper, the weekly **Kossuth County Advance** and the **North Iowa Shopper** from Dennis Waller. The two weeklies each have about 7,000 circulation.

* * *

Park Communications has purchased the 10,300 thrice-weekly circulation **Wayne Independent**, Honesdale, Pa., from John Johnson. The **Independent** is Park's first Pennsylvania newspaper.

* * *

The twice-weekly **Virginia Gazette** in Williamsburg was sold by Martha Gravely Burgess to Chesapeake Publishing Corp., Easton, Md., an affiliate of Whitney Communications. The **Gazette** is Chesapeake's first Virginia newspaper.

Chesapeake which owns 22 other weeklies and twice weeklies in Maryland, Delaware and Florida, announced it is seeking to acquire more Virginia publications.

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Torture

(Continued from page 15)

"It's how helpless you feel in such a situation," he said. "They had taken off my pants and said they were going to rape me and put an electrical charge on my genitals. I guess when they put the gun to my head and dry fired it . . . I was more afraid of the torture than them killing me. (Killing would be over quicker, he said.) When I made my mind up that I was going to die, then the things they did to me didn't seem as bad."

After several hours of torture and beatings, Gutierrez was put into a truck and driven to a "slum area — where they traditionally dump all the bodies.

"They untied my hands when we got out in the desert. I thought they would kill me. Then they took the blindfold off and I was sure they were going to kill me," he continued. "I was just worried about them (the authorities) finding my body.

"They threw me out of the Blazer and made me lie in the dirt. They said to wait a half hour (before getting up)," Gutierrez said. "I waited about

"I beat off some dogs, but I was dirty, beat up, bloody — so the gangs didn't bother me."

10 minutes (after they drove off). It was about 12 midnight. I crawled over the railroad tracks and into a ditch. My main concern was that they were going to come back. I crawled through a barbed-wire fence and hid behind dirt and trash mounds. Every time I saw headlights I hid myself.

"After they threw me out, it was like a state of euphoria," he said. "I should've been worried, but that's what enabled me to crawl two miles through the trash and over the railroad tracks and through the barbed wire fence.

"I saw some buses going a certain way along a dirt road, and thought that must be the highway. I thought it was a risk worth taking so I got up and walked to the highway," Gutierrez continued. "In this neighborhood there are a lot of gangs (who often assault people). There are also a lot of wild dogs. But I said, 'Hey, I've got to get to El Paso.' I beat off some dogs, but I was dirty, beat up, bloody — so the gangs didn't bother me.

"I walked about another three miles. Once I got to the highway I

could see El Paso," he said. "There were a couple of old men on the corner. They were a little tipsy, and one of them asked me for a cigarette. I said I didn't smoke, and asked them if this was the way downtown, to get to the bridge at the border.

"They said, 'It's a long way, why not wait for the bus?' I told them I had no money, that I had been abducted and beat up. The old man said he would pay (the bus fare). These people are very poor. They had to shell out almost half their money," he continued.

"When we got downtown — this is probably what saved me. I thought about hitchhiking, but I looked so bad (no one would have stopped)," he said. "The two old gentlemen walked me about halfway to the bridge. We said goodbye (before the bridge), because I didn't want anything to happen to them (if the others came back or were waiting at the border).

"The toll bridge is only 30¢, so I hoped to beg my way over," Gutierrez continued. "I saw two guys from Colorado (who had been enjoying a night on the town) and asked them to pay my toll. They said no problem. Then I walked another six or seven blocks to the paper, called my wife and cleaned up.

"Then I started feeling the kicks and punches," he said. "They had beaten me with my belt, so I had a big gash on my arm and on my hands. I didn't feel it at the time."

Gutierrez went into hiding after the incident, as did Poppa, whom Gutierrez said was also in danger from what his abductors told him.

"What happened to me was done in the line of business," Gutierrez said. "Since they let me go with my life and did not take my truck, this was a warning. They're not afraid of publicity. I think they wanted me to get the word out. That's why they let me go."

But Ambrose thinks the publicity may have backfired.

"We made the decision that the worst thing in the world would be to let those people intimidate us," Ambrose said. "We're going after it full blast. After our stories came out — and the front page editorial (stating that the paper would not be intimidated by "thugs" — the Juarez newspapers jumped on this. They had it on page one for four or five days. There is reason to believe that publicity brought this about," he continued, alluding to Ontiveros' arrest by the Mexican government on April 25.

"Our feeling was that we were pushed . . . and we had to push back," Ambrose said. "We have

made drug smuggling a priority for coverage — at least for the next couple of weeks. We've got a job to do and I don't think there's any great fear (among the staff).

"There was a strange mood in the newsroom" after the Gutierrez story broke, Ambrose continued. "There's a little bit of the excitement of a big story, but also kind of an ashen-faced thing too. The uncertainty of what these people are capable of — one of our own being threatened and also one being beaten — it's a little extraordinary.

"There were some people in the community who said you don't mess around with these guys, but the feeling on the staff was let's go for it," he added.

There is some bitterness in Gutierrez against the paper, which he accuses of playing up the story in the aftermath just to sell papers.

"Nobody seems to be worried or concerned about my own personal safety," he said, adding that hearing the story mentioned in a Herald-Post radio promotion upset him greatly.

Ambrose, however, said that the radio spots are an ongoing project that

"We made the decision that the worst thing in the world would be to let those people intimidate us," Ambrose said.

takes page one stories and airs them in the hopes of selling papers.

"It's just like NBC News saying they will have the details" about a major news event, Ambrose said. "We live in a capitalist society. We're in business selling a product. I do not see anything out of place.

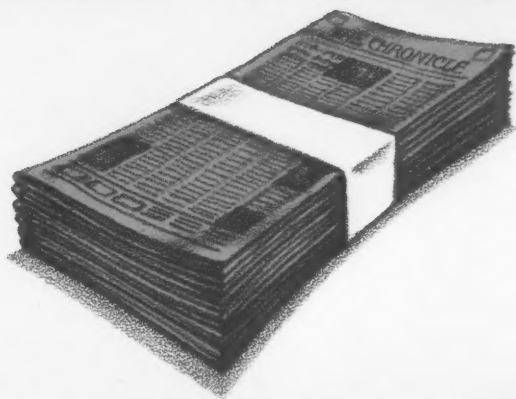
"We tried to do the right thing by him," Ambrose said of Gutierrez. Scripps Howard, the Herald-Post parent company, will replace Gutierrez's equipment and pay his medical bills, and Ambrose said the paper put him up in a hotel for a few days following his return from Mexico.

After his wife, a teacher, finishes the current semester, Gutierrez said they plan to look for a home elsewhere.

"I'm trying to take it one day at a time," Gutierrez said of the traumatic aftermath. "Today (May 1) is the first day I don't feel paranoid about leaving the house. I was queasy sleeping at night, too. (My wife) is very, very nervous and not sleeping well. We rent right now, but we like the neigh-

(Continued on page 41)

WHAT'S BLACK AND WHITE AND GREEN ALL OVER?



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Offered in half-day and full-day sessions, this seminar presents the

facts behind recent cases affecting the current status of libel and privacy law, using actual stories, columns, cartoons, and photographs to illustrate important concepts. Seminar leader Barbara Dill is an experienced professional in the field of libel and privacy law, whose incisive commentary and exciting classroom method have been hailed by editors, reporters, and photographers across the country.

Offered to publications insured by Mutual as well as to press associations, this seminar gives journalists the insight they need to do their jobs with a minimum of risk. For more information on this unique opportunity, contact Barbara Dill at (305) 576-8651.

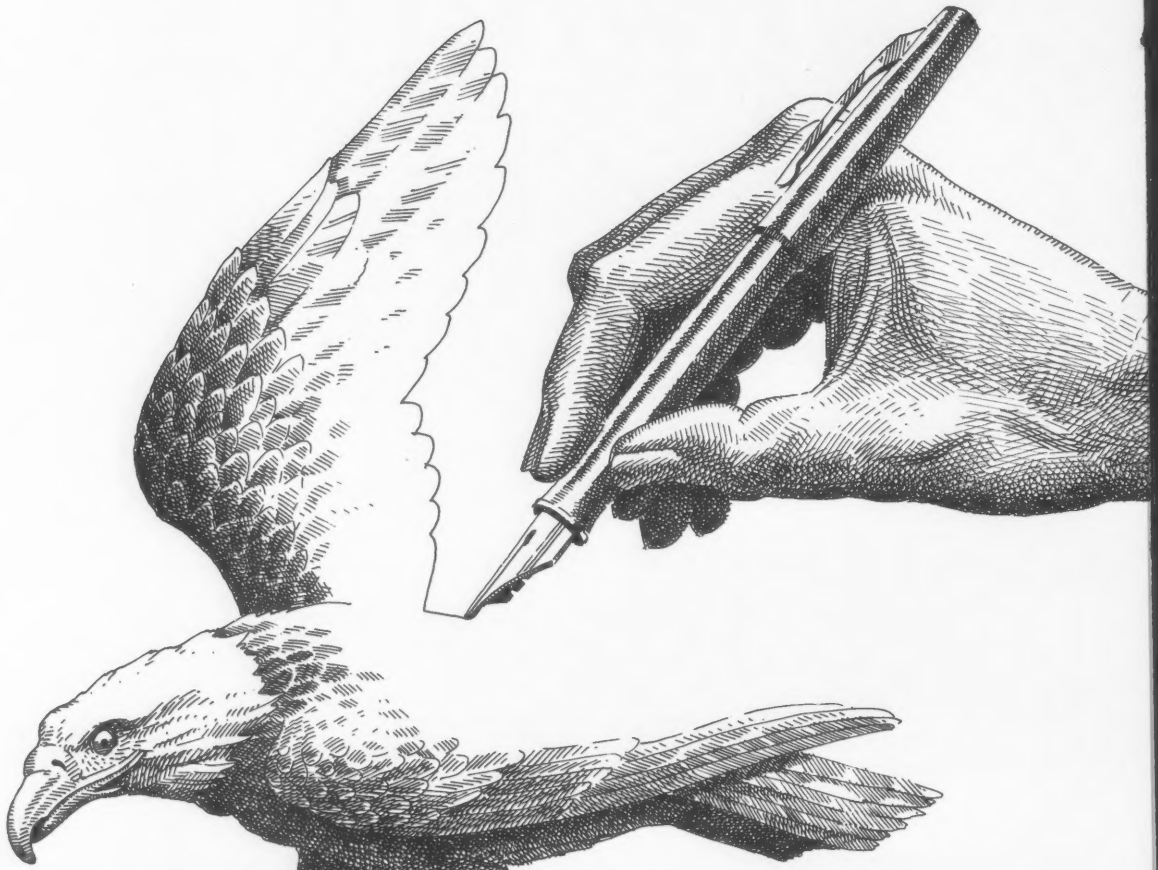


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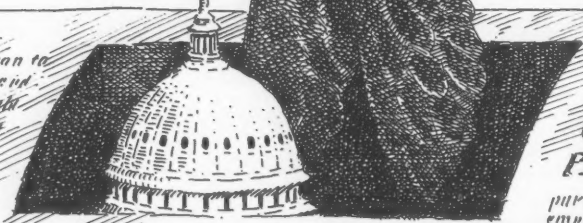
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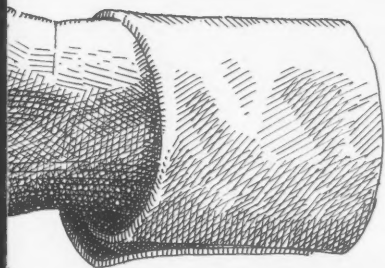
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News OPINION PART VI

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PUBLIC RELATIONS

Travel editors: Nothing Mickey Mouse about Disney's PR

By Dick Effenbein

What do you call journalists who are open to new ideas, appreciative of good writing, eager to receive meaningful materials, in constant need of newsworthy, sharp black and white pictures, devoted to their readers' well being, in love with Walt Disney Productions, and not bitterly opposed to public relations efforts?

The answer: travel writers.

In a just completed survey participated in by travel writers and editors on more than 100 papers, ranging in size from rural dailies with 5,000 circulation to big city Sunday papers with upwards of 750,000 circulation, in all parts of the country, the editors emphasized one major point: their goal is to provide readers with useful and readable information.

The combined circulation of papers taking part in the survey was in excess of 9 million. The average circulation was 92,000 and the median circulation was 76,000. Sixteen of the papers had circulation above the 100,000 mark and 12 were under 10,000.

Like their colleagues in other departments, travel editors are critical of some of the more common public relations abuses.

As Janet Fullwood of the *Dallas Times Herald* notes, "I get an average of 600 pieces of mail each week from public relations sources. There's no way I can even open them all, much less read them. A disproportionate number are puff pieces on this property or that; relatively few contain consumer news worthy of passing on to my readers. Hotels are notoriously bad about sending out releases telling who has just been promoted to janitor in their Timbuktu property . . .

"On the plus side, many items of consumer interest—new airfares, itineraries, packages, etc.—find their way into travel sections, and P.R. people have helped me tremendously when I've solicited their help."

Press release files are maintained and used as news sources by 56% of the editors participating in the survey. However, their leading source of information, mentioned by 82%, is local travel agents. Materials, including press releases from governmental tourism departments, were noted by 64%, while 55% were interested in travel experiences of their readers. Editors make comparatively little use of trade journals or specialized consumer travel publications.

First-hand travel experiences were a favorite source of information, although there were sharp differences among the writers as to how they obtain such experiences.

Responding to the question "Does your publication have a policy on complimentary trips or accommodations for travel writers, and if so what is it?" The writers broke down the middle.

Slightly under half (48%) said their papers would not accept "freebies." Several papers said they would not buy materials from free-lancers if the trip was "comped," and one said it would blacklist any free-lancer who takes a freebie. However, 36% said they accepted complimentary trips.

A number of papers (14%) said they had no policy. As one central states' daily of 175,000 circulation put it, "We have no need for a policy on freebies; nobody's ever offered us one."

Several exceptions to the paper's 'no comp' rules were

cited. Special dispensations were granted by the papers to travel writers, they reported, if the host was a domestic or foreign government agency, if the tour was a "FAM" (familiarization one), and if the paper contributed what it considered a fair share of the expenses.

Several of the 38% of the papers that said they accepted complimentary trips, explained they do so because their budgets are too limited to allow them to travel without comp arrangements. Just under half of the papers in this category said that when they accepted travel or accommodations, they noted the assistance in their coverage.

According to the editor of a 40,000 circulation Northeast daily, "We participate in familiarization [trips] and accept complimentary fares and accommodations as long as the understanding is clear. We are under no obligation to write anything in a certain way or even anything at all—I though I don't ever recall the latter happening."

Tom Kerr, managing editor of the *Pensacola News Journal* (circulation 68,000) thinks there has to be a middle way of dealing with junkets, rather than a rigid prohibition against them. He says that while his paper does not accept complimentary trips, he wants to be able to enjoy the economy of scale they afford because of the number of people involved and because of the access to news sources that they provide. The *News Journal*, he says, pays for such trips willingly, and recognizes that few papers have budgets for non-group travel assignments.

All but a handful of papers represented in the survey responded to this question.

While the editors may be divided on policy, there was greater unanimity on their evaluations of the material they received than was the case among editorial groups previously surveyed by *Editor & Publisher*.

At the head of every category was Walt Disney Productions. In ranking the quality of the press materials, based on a scale of 0 for the poorest, to 5 for the best, the editors gave Disney 4.32.

Disney's press materials were recalled by almost three quarters of the editors surveyed, while the second-place organization had a recall mark of just over half.

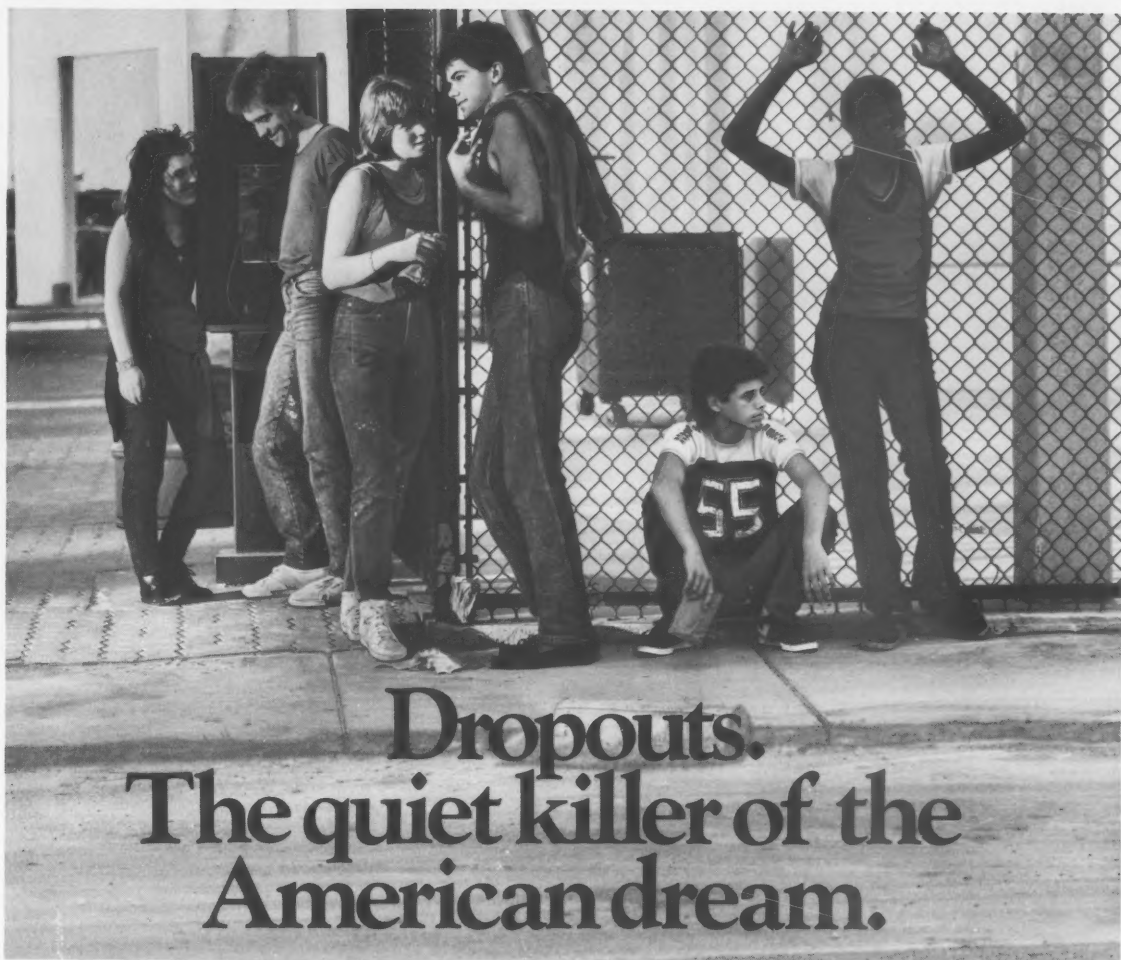
Those supplying the best materials among the 50 organizations in this study, evaluated by the editors, were:

	Average of 0 to 5 Rankings
1. Walt Disney Productions	4.32
2. British Tourist Authority	4.12
3. Colonial Williamsburg	3.61
4. Club Med	3.45
5. Cruise Lines International	3.31
6. Eurailpass	3.30
7. Austrian National Tourist Office	3.28
8. Caribbean Tourist Association	3.24
9. Royal Viking Lines	3.23
10. Hill & Knowlton	3.22
11. Lindblad Travel	3.20
12. Intercontinental Hotels	3.15
13. Cunard Lines	3.02

In terms of editors recall of materials, the top ten were:

Ranking	Organization	%
1.	Walt Disney Productions	74.7

(Continued on page 50)



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Thirty percent of America's teenagers aren't graduating from high school. That's three quarters of a million dropouts each year.

In our large cities — Boston, New York, Detroit, Chicago, Washington and Philadelphia — the dropout rate is 35-50%.

The cost to society of the dropout crisis is staggering. More than half of the nation's prison inmates are dropouts — and it costs taxpayers up to \$25,000 a year to house a prisoner in a correctional institution. That total is higher than the cost of a year of education at either Harvard or Yale.

The Business Advisory Commission of the Education Commission of the States recently called on all of society — business, schools, civic organizations, labor and professional groups — to address the dropout problem. We as a nation cannot let one quarter of America's youth continue to drift toward hopelessness.

That's why the National Education Association has initiated a major new effort to rescue young people from academic failure. NEA has committed \$1.7 million to this effort — one dollar for every NEA member. We will devote \$700,000 to this war-chest against scholastic failure to Operation Rescue, our new program to combat the dropout and illiteracy syndrome.

The remaining \$1 million will establish an endowment to make educational excellence grants available to teachers for years to come. And we're asking other concerned groups — both inside and outside education — to join teachers in building this fund. Our aim is to begin funding local dropout prevention programs by the fall of 1986.

Our goal with Operation Rescue? We want to help cut the dropout rate in half by 1990.

Our goal as an association? In over 128 years, that's never wavered. We stand for excellence in every classroom, for every child.

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National Education Association

THE SUBJECT IS EXCELLENCE

NEWSPEOPLE IN THE NEWS

THOMAS A. READ assistant managing editor of the *Seattle Post-Intelligencer*, has been promoted to managing editor.

With the newspaper since 1965, when he was hired as a copy editor, Read has served in a number of capacities, from science and medical reporter to day city editor, electronic production coordinator and assistant managing editor for administration and technology. He has been acting managing editor for the past six months.

Before joining the P-I, Read covered the Virginia legislature for the *Newport News Times-Herald* and also worked for daily newspapers in California and Pennsylvania.

* * *

MYRON KANDEL, financial editor of Cable News Network, has been elected president of the New York Financial Writers' Association. He is the first broadcast journalist to head the 48-year-old group.

Kandel, a veteran financial newsmen, previously worked at the *New York Herald Tribune*, *Washington Star*, and *New York Post* and for eight years co-authored the syndicated Greer/Kandel Report.



Gerald Beattie



Thomas A. Read



Carol Nunnelley

GERALD BEATTIE has been named assistant circulation manager of *The Daily Oklahoman*, Oklahoma City. Beattie moved from the *Colorado Springs Sun*, where he had been circulation director since 1979. In 1978, he was state circulation manager for the *Rocky Mountain News*, Denver.

He previously worked for *The Oklahoman* in city and state circulation, and had 20 years of active and reserve military duty, retiring in 1977. In his last six years of reserve duty, he was Major Command in Oklahoma City.

* * *

JOSEPH A. NOVOTNY has been appointed managing editor of the *Pacific Daily News*, Agana, Guam. Since July 1984, he has been news editor of USA Today Update, the Gannett Co., Inc., electronically-delivered news and information service.

Previously Novotny was a rewrite editor on the national desk of *USA Today*, and held a number of positions at the *Sioux Falls* (S.D.) *Argus Leader* and was chief photographer of the *Fort Collins Coloradoan* and the *Iowa City Press Citizen*.

CAROL NUNNELLEY has been promoted from city editor of the *Birmingham* (Ala.) *News* to assistant managing editor.

She succeeds **WENDELL GIVENS**, who retired after 45 years with the newspaper.

Stepping up as city editor is **RANDY HENDERSON**, who has been assistant city editor, and **RAY BROWN** is assuming more responsibility as graphics director.

* * *

JOHN E. MANTLE, executive vice president and general manager of United Press International's newspaper division since 1985, has resigned. He will be pursuing new opportunities outside the company.

Mantle, a native of London, joined UPI in 1960. He served as European Newspictures editor and was appointed Latin America Newspictures editor in 1970, based in Buenos Aires.

After transferring to Chicago in 1975 as a regional business executive, he later served as vice president and division manager for the Pacific region, based in San Francisco. In 1983, he was named senior vice president and director of newspaper services.

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FRED S. PALMER Jr. has been appointed managing editor of the *Pensacola News Journal*. He succeeds **GAY S. DUNCAN**, who resigned after 15 years with the newspaper to pursue an opportunity outside the newspaper field.

Palmer began his career as a feature writer and reporter at the *Johnson City (Tenn.) Press-Chronicle* and in 1971 moved to the *Roanoke (Va.) Times* as a copy editor. He held other editing posts before taking time out to continue his studies and rejoined the Johnson City paper in August 1973 as wire editor, moving up to managing editor the next year.

In 1983, Palmer went to the *Rockford (Ill.) Register Star* as city editor and most recently was assistant managing editor/news.

* * *

GIL STUENKEL, managing editor of the *Hannibal Courier-Post*, was elected first chairman of the new Missouri Associated Press Managing Editors Association. **BILL GRAY**, managing editor of the *Nevada Daily Mail*, was elected vice chairman during the convention at the Lake of the Ozarks.

Stuenkel succeeded **MAX THOMSON**, managing editor of the *Mexico Ledger*, as head of the group which represents editors of 33 daily and four weekly AP member newspapers in the state. The organization was known as the Missouri Wire Editors but members voted for the new name to make it a more direct offshoot of the national APME and broaden the scope of membership.

* * *

PATRICK J. McHUGH was promoted to operations director at Fort Wayne (Ind.) Newspapers, agent for the *Journal-Gazette* and the *News-Sentinel*. McHugh previously was with the *Miami Herald* as pressroom manager.

Also, **CAROLYN R. PICTOR**, controller since 1981, was named vice president of finance at the agency, which she joined in 1980.

* * *

KEITH MURRAY is now business manager of the *Wichita Eagle-Beacon*. He has been director of information systems since 1981 and prior to that was city editor. Before joining the newspaper in 1978, Murray was with the *Pasadena (Calif.) Star-News*, also a Knight-Ridder paper.

Succeeding Murray as director of information systems is **SUSAN HOWELL**. With the newspaper since 1980, she most recently was data processing manager.

— NEWSPEOPLE EDITOR
LENORA WILLIAMSON



Fred S. Palmer Jr.



Sandy White



Bill Windler

SANDY WHITE, *Detroit Free Press* communications manager, was named assistant to publisher **DAVID LAWRENCE Jr.**

White joined the Free Press in 1976 as a business writer and she also worked as a copy editor and layout specialist before becoming graphics editor in 1979. Last January, she was named communications manager, moving from the editorial side of the newspaper to the business side.

* * *

BILL WINDLER is the newly named sports editor of the *Milwaukee Sentinel*. He joined the sports staff in 1982 and became assistant sports editor two years ago.

Prior to Milwaukee, Windler was sports and news editor of the *Greenville (S.C.) News*.

* * *

STEPHEN F. LINDEMANN has been named vice president of sales and marketing at Targeted Coverage, Inc., headquartered in Pomona, Calif.

He is currently general sales manager directing efforts in conjunction with the *Los Angeles Times'* Selective Market Coverage program utilizing direct mail. In addition to the Los Angeles sales operation, he now has added responsibilities that include developing programs in other markets.

He worked at the *Oakland Tribune* for 15 years in a variety of positions and more recently was with the San Francisco Newspaper Agency.

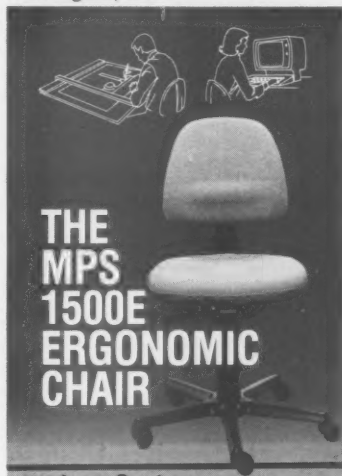
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NEWSPEOPLE IN THE NEWS

SUSAN SIMMONS, education/health reporter for the Madisonville Messenger, has won the Kentucky Education Association's 1986 "School Bell Award," daily newspaper division, in recognition of her Wednesday "Student Lines" page spotlighting achievements and activities of local school children. The award is designed to promote quality coverage of public schools and educational issues.



SIR RICHARD STOREY and **ROBERT MAXWELL** were elected directors of Reuters Holdings PLC at the company's annual general meeting in London on April 25.

Sir Richard, 49, has been chairman and chief executive of Portsmouth and Sunderland Newspapers PLC since 1973. He joined the group, which was founded by his great grandfather, in 1961. A practicing barrister from 1962 to 1969, he is now a member of the Newspaper Society Council and the Press Council and is a director of News (UK) Ltd. and Croydon Cable Television Ltd.

Maxwell, 62, is publisher of Mirror Group Newspapers, which he acquired in July 1984. He is also chairman of The British Printing and Communication Corporation PLC, Pergamon Press and Rediffusion CableVision.

* * *

TIM MABY has been named classified advertising director of the *New York Times*, succeeding **ERICH G. LINKER Jr.**, who was promoted to vice president for advertising.

BARBARA LITRELL was named to the newly-created post of advertising manager for *The New York Times Magazine's* Part 2.

Maby joined the Times in 1979 as

manager of its London advertising office and most recently was advertising director in charge of branch offices, corporate/financial/insurance advertising and business electronics advertising. He has been succeeded in that position by **JAMES CUTIE**, formerly director of marketing.

Litrell's position is a newly created one. She has been advertising manager for packaged goods, and is succeeded in that position by **CHARLES COYLE**. In other changes, **DIANA FOGARTY** became ad manager for apparel, cosmetics, home furnishings and co-op/CAP advertising; **KATHY REES-JONES**, group manager of cosmetics advertising, and **POLLY VAIL**, group manager of travel advertising.

* * *

JAMES T. MACE was named national advertising manager of the *Seattle Times* in one of three management changes. He has been marketing service manager since 1982.

CAROLYN S. KELLY, financial analyst and assistant circulation manager-marketing, was promoted to marketing services manager.

ALDEN J. BLETHEN, son of **JOHN A. BLETHEN**, chairman of the board, moved from national advertising manager, to assistant circulation manager-special projects.

STEPHEN BIELINSKI has been named advertising director of the *Aurora* (Ill.) *Beacon-News*. With the newspaper since 1972, Bielinski most recently was advertising administration manager and prior to that classified ad manager.

BOB STRASSER was promoted to advertising division manager following Bielinski's promotion. Strasser has been with the newspaper for 11 years.

OBITUARIES

DAVID WHITMIRE HEARST, 70, a vice president and director of The Hearst Corporation and president of the William Randolph Hearst Foundation, died after a long illness on May 12 at Mt. Sinai/Cedars of Lebanon Hospital in Los Angeles.

He was one of five sons of William Randolph Hearst, founder of The Hearst Corporation, and is survived by two brothers—his twin, Randolph A., chairman of the board of The Hearst Corporation, and William Randolph Hearst Jr., editor-in-chief of Hearst Newspapers and chairman of the corporation's executive committee.

David W. Hearst began a 50-year career in 1936 when he joined Hearst Newspapers as a reporter on the police and city hall beats for the *New York Journal-American*. He moved to the *Baltimore News-Post* and served as assistant advertising director and then as city editor.

He went to the *Los Angeles Evening Herald-Express* in 1938, returning to the business side in the classified and display advertising department. He was named business manager in 1944, general manager the following year, and was executive publisher in 1947-50 and then publisher until 1960, when he retired. Hearst continued his involvement with the corporation as a vice president, member of the board of directors and also was a director of The Hearst Foundation.

* * *

DAVID E. HIRSCH, 84, retired travel advertising manager of Branham Newspaper Sales, died of a heart attack on May 3 at Community Hospital in Toms River, N.J.

In an advertising sales career which spanned nearly 50 years, he was associated with Moloney, Regan & Schmitt, Paul Bloch Associates, the *New York Herald Tribune*, the *New York Times* and the *New York World Telegram & Sun*.

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Torture

(Continued from page 32)

borhood. Now we have to leave. But my wife will never feel comfortable here again.

"I never owned a gun. I don't like having them around. But I borrowed a shotgun and pistol from a friend," he continued. "If these guys come looking for me I'll be prepared. Now I'm just trying to get on with my life. I still love photography, but maybe I'll look for something else, too. Maybe I'll get out of news photography. Maybe I'm overreacting. Now that the physical is over, the mental is the issue."

Although Ontiveros was formally charged by a Mexican judge on May 2 in connection with owning a multi-acre marijuana plantation, there is still a four-year-old outstanding warrant against him in the United States accusing him of smuggling three tons of marijuana through El Paso. The chances of his extradition, however, are very slim, as the extradition treaty

"Maybe I'll get out of news photography."

between Mexico and the U.S. has not been used for about 100 years, Ambrose said.

Gutierrez said he will not go to Mexico to press charges against Ontiveros, however, as he is afraid the action will be seen as a personal affront.

"I don't want him to think I'm the one who put him in jail," said Gutierrez, adding that could lead to a vendetta carried out by Ontiveros's allies not in jail. Poppa has filed a criminal complaint in connection with the threats made on his life.

According to Tim Gallagher, Herald-Post managing editor, Mexican authorities may have enough evidence from Poppa's statements and from two of the men arrested with Ontiveros, who apparently overheard the threats made in the construction office, to press charges in the Gutierrez incident without his testimony.

As of E&P presstime, however, no action along that front had been taken. Gallagher pointed out that without Gutierrez's testimony the case would be very difficult, so authorities may not proceed with the charge.

Ontiveros, at presstime, was in Mexican federal prison. If convicted he could face up to 15 years there on the drug-related charges.

Unretired

Only three weeks after 'retiring' from top Gannett position in Hawaii, Phil Gialanella has joined the competition in a top executive capacity

By Andrew Radolf

Three weeks after announcing his retirement as publisher of Gannett Co.'s *Honolulu Star-Bulletin* and president of the Hawaii Newspaper Agency, Philip T. Gialanella has joined Persis Corp. as publisher of the *Honolulu Advertiser* and president of its newly formed Media Division.

Gialanella, 55, was also president of Gannett/Pacific when he announced his retirement on April 14. He was earlier president of *USA Today* when it was launched in 1982 and later became its publisher, before returning to Hawaii in 1983.

Gialanella joined Persis on May 5. As president of its new Media Division, he will have responsibility for the recently acquired Longview (Wash.) Publishing Co., which owns the *Longview Daily News*, *Port Angeles Daily News*, *Mercer Island Reporter* and *Cowlitz Cable Co.*

Thurston Twigg-Smith, whose family owns 70% of Persis, remains president and chief executive officer of the corporation and the Advertiser. The other 30% of Persis is owned by its employees.

Gialanella's retirement from Gannett came four days after the company announced that Albert Dolata, publisher of the *Elmira* (N.Y.) *Star-Gazette* and *Sunday Telegram*, had been named executive vice president of the Hawaii Newspaper Agency and vice president of Gannett/Pacific, reporting to Gialanella.

Dolata replaced Gialanella as presi-



Phil Gialanella — back in the newspaper business

dent of the newspaper agency and president of Gannett/Pacific, but the company has not yet named a new publisher for the *Star-Bulletin*.

Trained as an attorney, Dolata was involved in the negotiations establishing the Hawaii Newspaper Agency when he was a member of Gannett's labor relations department.

Dolata's arrival in Hawaii had nothing to do with his retirement from Gannett, Gialanella said.

At the time of the announcement, Gialanella said, Gannett officials knew he was "having conversations with Twigg-Smith," but that no definite agreement between the two had been reached.

"This is a retirement and a restart," he stated, adding that he did not make a deal with Twigg-Smith until May 2.

"He's beginning to make some plans for expansion and it's nice to be involved in beginning a project like that," Gialanella said.

He noted that Twigg-Smith was a bidder for the *Tacoma Tribune*, losing out to McClatchy Newspapers.

Although Twigg-Smith is primarily interested in western newspapers because of the "easier logistics," Gialanella said his new boss will consider newspapers in any part of the country.

Gialanella pointed out that in his new job he will not be competing against the *Star-Bulletin* for advertising and circulation.

"We're competing on the news side, but in an agency operation everything is for the mutual benefit of the principals."

In other developments at the Advertiser, George Chaplin, 72, will retire as editor-in-chief on Dec. 1, the 28th anniversary of his appointment as editor.

Executive editor Buck Buchwach, 65, will succeed Chaplin.

Persis Corp.'s investment division will be headed by Paul deVille, 37, who has been handling the corporation's real estate investments. Real estate constitutes the principal assets of the new division.

DeVille also became Persis' chief financial officer, replacing David Twigg-Smith, who was named vice president for strategic planning.

ADVERTISING

Newspaper ads work for Texas investment firm

By Debra Gersh

A series of ads in several Texas newspapers for Fidelity Investments Southwest's Texas Tax-Free Portfolio pulled more responses in the first week than projected for the entire first month.

According to Craig Cunningham, Fidelity project manager for the tax-free portfolio, the general product appeal for Texas investors is that this is the first time a mutual fund investment is available to Lone Star state investors only.

"So therefore, I think there was quite simply a good market out there," he said.

While he was unable to give specific statistics on the response, he said it was about double what the firm had budgeted for.

The creative aspect of the campaign was tied in with the sesquicentennial and the pride in Texas that is so much a part of the state's character, said Sharon J. Baca, founding principal and executive vice president of DBG&H Unlimited Inc., the Dallas-based marketing, public relations and advertising firm handling the account.

The two-color, full-page ad broke on a Sunday in the *Dallas Morning News*, *Dallas Times Herald*, *Fort Worth Star-Telegram* and later in the *Austin American-Statesman*.

The ads were red, white and blue and also keyed in with Fidelity's role as a corporate sponsor of the sesquicentennial, said Cunningham, who added that the ads were certainly timely in view of the big anniversary, although it was definitely not planned that way.

There were three ads with a number of variations, Baca explained. One ad

focused on the historic perspective and featured Texan Samuel M. Williams, a Galveston banker and merchant who helped finance the Texas revolution. A second ad featured the product itself, Fidelity's mutual fund investments in Texas municipal bonds, and a third highlighted return on the investment.

"This is a highly sensitive environment," Baca said of financial advertising. "You're offering a financial product, and there are a number of legal and securities rulings (regarding disclosure) you have to work with. It's hard to talk about it much because of that."

The newspaper ads were accompanied by direct mailings and a public relations campaign. Radio spots followed a few weeks after, and television ads began during the first week in April. Only the radio spots have been dropped from the schedule, said Cun-

ningham, although newspaper ads are now running only in the Dallas area and in the southwestern edition of the *Wall Street Journal*. He declined to comment on how long the ads will continue, but said they will be "ongoing through the spring."

"When you're talking investments and looking at the marketplace, the business sections of newspapers (give you) a captive, specific market that direct mail cannot offer," Baca said, adding that print ads also make it easier to abide by disclosure regulations because a great deal of information can be included.

Both Cunningham and Baca declined comment on how much was budgeted for the advertising campaign. Fidelity Investments Southwest is one of the nation's largest privately held investment management organizations, with \$35 billion in assets.

New business section stirs up controversy

Peninsula Inc., a new business section of the *Times Tribune* in Palo Alto, Calif., doesn't mind stirring up a little controversy along with reporting the latest on high technology breakthroughs, tax tips, financial advice and boardroom scuttlebutt.

Published each Monday, it has carried guest editorials from marketing executives, real estate brokers, retailers and a woman who had just been fired from a company.

Recently, a freelance union organizer and a retired vice president of the American Electronics association faced off on a question-and-answer feature on the effectiveness of unions.

John Sculley, president and CEO of Apple Computer, wrote the first guest column.

Carol Blackman, Time Tribune corporate relations manager, said Peninsula Inc. is designed for "the business person, executive, worker, student and taxpayer."

The section also uses five local columnists, including Sam Bernstein, who was described by Blackman as "an antagonist with inside knowledge of some of the Silicon Valley's biggest headline grabbers. He's not out to win friends."

The others are local business executives and consultants who write about such topics as financial and retirement planning and office productivity.

Freestanding insert dates added

Quad/Marketing Inc., a subsidiary of Quad/Graphics, announced it will publish five, special free standing inserts in 1987.

The FSI's, known as "Quad/National Insert" will run in 288 Sunday newspapers with nearly 48 million circulation. The dates for the inserts in 1987 are February 1, April 26, June 28, August 30 and November 15.

QMI president Paul A. Moschetti said the five dates were scheduled in 1987 in reaction to the strong response national advertisers showed to the initial Quad/National Insert which will run on November 16 of this year.

The inserts will be printed on Quad/Graphics' "high speed, state-of-the-art presses," QMI stated. "The significant economies of a continuous press run of approximately 47.8 million copies without costly stops for regional color versions are passed on to participating national advertisers."

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Some senators rate coverage, others don't

By James E. Roper

A study by a Brookings Institution senior fellow finds that the national media concentrate their news coverage on only 20 of the 100 U.S. Senators, and give half of all coverage to just 10.

The finding is included in Stephen Hess' third study of Washington journalism for Brookings, the latest volume titled *The Ultimate Insiders: U.S. Senators in the National Media*.

Correspondents for major newspapers and television networks, Hess said, mostly go for legislators who have important positions in the leadership hierarchy — the ones who direct floor action or call committee meetings, or would do so if their party were in power. These are men approaching 60 years of age and serving their third term in the Senate.

"Today," Hess writes, "those who do the work get most of the publicity . . . Neither good looks nor clever views can compete with the aphrodisia of a leadership position. So long as the Senate lives by seniority, Senator Blow Dried will never be able to compete with Senator Mandarin for sustained attention on the network evening news or in large-circulation newspapers."

The exceptions, he said, are Senators who run for the presidency or, if they can be credible, hint that they are available for the job.

Other Senators because of their committee positions or connections with specific issues can blossom into prominence from time to time, but then drop back into the pack as interest in the particular issues fades.

This does not bother some Senators who feel national publicity poses more dangers than virtues, particularly if the senators are worried about their chances in the next election, Hess said.

"Those on the lower end of the Senate's national media scale are an odd admixture in terms of why they stay out of the limelight," Hess reported. "The underachievers include the too old, too new, too scared, too provincial, too stupid and too uninterested. Some members fit in more than one category."

"The largest group of underachievers, he said, are the 'provincials' who see their jobs as almost totally concerned with representing their own states.

For the 80 or 90 Senators who receive little attention from the so-

called prestige press, the national news media become irrelevant in affecting whether they are reelected or whether their policies prevail, Hess said.

The findings are based on data for 1953 through 1983, and have been consistent for at least the three decades, Hess said.

To measure news coverage in 1983, Hess awarded one point for each mention aside from local items in a

major newspaper or network evening television news program, two points for a filmed or personal appearance and three points for participation in a Sunday talk show.

By that standard, the top scorers were John Glenn (D.-Ohio); Alan Cranston (D.-Calif.); Howard Baker (R.-Tenn.); Robert Dole (R.-Kans.); Gary Hart (D.-Colo.); Ernest Hollings (D.-S.C.); Edward Kennedy (D.-

(Continued on page 59)

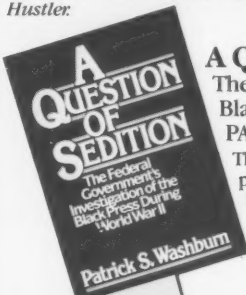
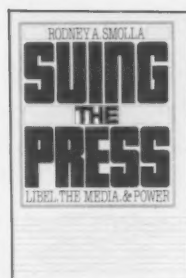
Pressing Issues

SUING THE PRESS

Libel, the Media, and Power

RODNEY A. SMOLLA

America is in the midst of an explosion of litigation against the media. Why? Are Americans becoming too thin-skinned? Or is the press growing too arrogant and oracular? This spirited account offers a close look at the legal system and libel law and the way the press operates. Plaintiffs range from Ralph Nader to Clint Eastwood, from Lillian Hellman to Jerry Falwell, and the media outlets are as varied as the personalities—from *The New York Times* and *The Washington Post* to *Penthouse* and *Hustler*. \$18.95

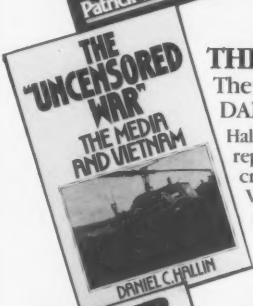


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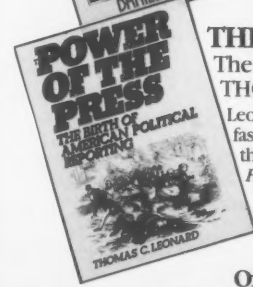


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Alabama tabloid editor fired

One week after E&P story appears, editor is told its time to part ways

By Debra Gersh

Robert G. Ursal, editor of the *Gadsden (Ala.) Free Times*, a weekly total market coverage product of the daily *Gadsden Times* was fired May 12.

Ursal, who, along with the *Free Times*, was featured in the May 10 edition of *Editor & Publisher*, transformed the newspaper into a racy-headlined tabloid that he said at its peak turned a profit margin of 38%.

(The original format of the *Free Times*, a broadsheet inside a tabloid, was recently changed to total tabloid, cutting the profit margin to between 12%-24%, Ursal said, because of the additional production expenses required, such as shooting material down to size.)

According to Ursal, immediately after the E&P story appeared he was suspended with pay and his key to the building was taken away.

Ursal said two days later he was told by his publisher, Frank Helderman Jr., that it was time for a "separating of the ways."

"It doesn't make sense. I'm totally astonished," Ursal said, adding his belief that he was made a "sacrificial lamb" to appease New York Times Co. higher-ups.

The New York Times Co. bought the *Gadsden* daily about a year ago.

No one at the *Gadsden* newspaper would comment on Ursal's dismissal. Managing editor Jack Doane told E&P that, "I can't make any comment on it."

Helderman said, "I have no comment to make. I have sent a letter to Editor & Publisher . . . and really other than that I have no comment."

In a letter to E&P (which appears in its entirety on this page) Helderman took issue with portions of the May 10 E&P story.

Helderman contends that "most offensive headlines" in the TMC product appeared in a "single issue of that publication, March 5."

Helderman further stated that, "Since that issue, the *Gadsden Times* has not, nor will it ever, publish a 'racy tabloid.'"

In addition to firing Ursal, the Sunday edition of the *Gadsden Times* carried an apology for headlines in the

Racy tabloid in the Bible Belt
New York Times-owned *Gadsden (Ala.)* paper is putting out a direct mail weekly tabloid with bold headlines and it's turning a profit margin of 38%.

By Debra Gersh

Since Robert G. Ursal by week, five people inside the *Gadsden Times* know the direct mail off-

setting, the *Free Times*. Ursal took over as editor of the *Free Times* in mid-1985. He has turned the paper into a racy tabloid with weekly issues on the street, against the approval of the daily *Times* and other *Times*.

The *Free Times* is distributed to about 100,000 in the approximately 17,000 homes of Franklin County that do not receive the daily *Times*. The change came after the New York Times Regional Group—parent company to the *Gadsden Times*—announced the sale of the *Free Times* to Ursal, who had spent 13 years in Miami working with a former production company and had more recently

been headquartered in Bristol, Va. Ursal, determined by the paper's managing editor Jack Doane, on the firing of his, to come to *Gadsden*. After two years of working for Doane, Ursal says he finally persuaded Doane to sell him the paper. The deal was a buyout, says Ursal, and he wanted to see an offer for the paper. The deal was the second was the check for Ursal to work on a contract for the first time.

When he got to *Gadsden*, Ursal did not like the paper's management. He had been looking to do something, but didn't know what to do. He thought, "Obviously they were losing a battle with the *Gadsden Times* Press and with the new service like N.Y. Times required—they were only going to get off on the wrong foot."

Ursal also mentioned that the *Times* put the production direct mail products, but hasn't put together by a "message on the direct mail office."

Ursal also mentioned that Ursal did not like the paper's management. He had been looking to do something, but didn't know what to do. He thought, "Obviously they were losing a battle with the *Gadsden Times* Press and with the new service like N.Y. Times required—they were only going to get off on the wrong foot."



Bob Ursal, editor of the *Gadsden (Ala.) Free Times*, displays the *Free Times* and several issues of his weekly *Free Times*.

This May 10 E&P story apparently got editor Bob Ursal in hot water.

March 5 edition of the *Free Times*, according to Ursal.

Ursal contends that headlines such as "Breasts Big In Kitchen" (a chicken cooking column) and "Male Virgin, 'Lesbo' BARE Grim Facts" (over a Dr. Ruth Westheimer column), were carried for many weeks while he was editor, not just on March 5.

But Ursal said he is "not about to take this lying down."

As E&P went to press, Ursal said he was slated to meet with an attorney about possible legal action.

"I'd love to take them on," he said of the *Times*. "I know the *Times* is big and they've got all the hotshot attorneys and all, but I've got right on my side."

The *New York Post*, on its gossipy Page Six, picked up on the *Gadsden* story and featured it as a lead item on May 13.

Post metro editor, Steve Dunleavy, said it was not done to zing the *Times*, but because it seemed like an interesting story.

"There's no reason for us to take licks at the *Times*. We respect the *Times*," he said.

But Post executive editor Roger Wood admitted that "we like to pull the leg of the *Times*."

"This is a real soap opera," Ursal commented.

Gadsden Times publisher writes letter to E&P

To the editor:

I am embarrassed to acknowledge that the headlines attributed in the May 10, 1986 issue of *Editor & Publisher*, to our weekly TMC product, the *Free Times*, were published.

The most offensive headlines cited appeared in a single issue of that publication, March 5. Since that issue, the *Gadsden Times* has not, nor will it ever, publish a "racy tabloid."

It is untrue that the New York Times Regional Newspaper Group, "passed the word along that all shopper competition in the area should be wiped out." In fact, on March 5 there were no competitive shoppers in our market nor to our knowledge were any planned. The purpose of our TMC product, which began in March 1982, is to offer our advertisers an opportunity to reach every home in our market with their messages.

Finally, let me assure my associates in the newspaper business that the *Free Times* is an attractive product, and I am proud of it. The *Free Times* is also quite profitable—although not to the level indicated in the E&P article.

FRANK HELDERMAN JR.

Multimedia performs well

Multimedia president and chief executive officer Walter E. Bartlett told shareholders at the annual meeting that the company has performed better than expected since it was recapitalized seven months ago.

Bartlett said Multimedia has prepaid \$40 million of its \$625 million debt incurred last October 1.

Relieving carriers of 'deadbeat' collection responsibilities

By M.L. Stein

The *Lewiston (Idaho) Tribune* has worked out a new relationship with its junior dealers and motor route drivers, who are relieved of the collection responsibility.

Circulation manager Vickie Lee said that new "agency agreement" contracts were handed to all dealers. She added, however, she expected some defections from some of them since they face a loss in income.

"The bottom line is that this gives us more control over carriers," Lee told *E&P*.

Each dealer, who will still be an independent contractor, will be paid 10% of all money collected, but shall no longer have to bear the loss when a subscriber fails to pay. Customers can now pay by mail or have the charge deducted from their bank account.

In the case of a seriously delinquent subscriber, the paper will make a house collection, Lee said.

"A carrier who does not collect from customers will realize an average profit reduction of 22%, but will also be freed from the time and effort required in collecting and bookkeeping," she explained.

A carrier who continues to collect could realize a profit increase of up to 14%.

Lee said some of the younger carriers elected to continue collecting "from the cream of their routes" and let the newspaper do the rest.

The *Tribune*, a 25,000-circulation morning paper, will send out statements to delinquent subscribers, giving them a month before cutting them off.

"So the most we can lose is 30 days," Lee commented. "I prefer that to losing \$450 when a carrier skips."

The circulation head said many carriers prefer not having the collection responsibility.

"We also have found," she continued, "that a lot of stops are the result of disputes between the carrier and the subscriber. The customer can't pay and the carrier drops him immediately, telling us that he can't meet our deadlines unless he is paid."

Lee said she also believed recruitment will be enhanced if carriers know they will not have to collect.

Ultimately, she expects average carrier earnings to remain the same.

The arrangement, she said, gives the newspaper more control over delivery and service. No longer she contended, is the subscriber the carrier's customer. Instead, the carrier contracts to make deliveries according to the *Tribune's* standards. The subscription list is owned by the

paper and the "delivery agent" is free to engage in other business that does not violate the agreement.

Also, under the agreement, the agent furnished his or her own equipment, hires substitutes, and deals with tax and governmental matters as an independent business.



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On the supply side

PATHFINDER GRAPHIC ASSOCIATES INC. of Justice, Ill., has introduced a no-lock plate bending and lockup system for Community and Suburban presses by Goss.

No drilling or tapping is needed to install the lockup system, a simple, fast and accurate means of registering plates, according to the company.

Side and circumferential register are adjusted automatically on both leading and trailing edges.

* * *

CHESHIRE of Mundelein, Ill., has introduced a new quarter folder, the 552, for newspapers and commercial printers.

The 552 can run in line with the Cheshire labeler and can quarter fold up to 128 tabloid pages at variable speeds up to 30,000 pieces per hour, the company says.

The folder handles sizes 8½ x 11" to 17 x 14" and sells for \$7,500.

* * *

The **GRAPHIC ARTS TECHNICAL FOUNDATION** of Pittsburgh, Pa., has developed a transfer grid for evaluating register between units of multicolor printing presses.

The grid gives press operators a record of register conditions on all units at any given time.

The grid is a film image of precisely ruled crosses in a triangular configuration on a polyester film. It costs \$35 for GATF members and \$70 for non-members.

* * *

MASTER ETCHING MACHINE CO. of Ambler, Pa., has introduced a processor for developing modern films and some paper printing plates.

The Filmplater processor comes in widths of 25 or 33 inches. It is equipped with two baths, dryer, thermostat-controlled heater. It accepts a variety of films and plates.

* * *

MULLER-MARTINI of Hauppauge, N.Y., has brought to market tandem feeders for doubling input to its model 227 inserting machine.

The tandem feeders can be added to existing 227 inserters. The 227 can accept up to five tandem feeders for inserting as many as 10 inserts.

* * *

ULTR* CORP. of Melville, N.Y., has announced its Ultr*Setter, a typesetter with graphic capability.

Ultr*Setter is being billed as a laser raster imager with basic resolution of 2400 dots per inch.

The price was not given, but the company said the imagesetter costs less than half of what comparable imaging devices cost.

Ultr*Setter is being marketed to original equipment manufacturers.

ALPHATYPE CORP. of Niles, Ill., has introduced the **BERTHOLD** type library in digital form to the North American market.

The Berthold library has 795 styles of type. With Alphatype's 1000 type styles, the library is one of the largest digital type collections anywhere.

Berthold specializes in distinctive typefaces from Europe and the United States.

Alphatype, a member of the Berthold group of companies, also announced its Aesthetic 2 kerning program for use with Action Keyboard systems.

* * *

EASTMAN KODAK CO. of Rochester, N.Y., has introduced what it says are longer-running presensitized plates and a more cost effective typesetting paper, among other products.

The Polymatic Wx and Sx litho plates offer improved sensitivity, Kodak says. Run lengths of up to 1.3 million impressions resulted in little wear, according to Kodak, and sharper, denser dots were reported.

Kodak's Pagi-Set resin coated phototypesetting paper is designed for cathode ray tube typesetters. It is said to be whiter, have better contrast and cost less than comparable papers.

* * *

TROPUS SOFTWARE of Louisville, Ky., has introduced a system for scanning printed information into personal computers.

Called Automated Data Entry, the system combines a personal computer with an optical scanner. The company says it can enter 45 to 50 pages an hour of many kinds printed data with few errors and at a cost per page ranging from 75¢ to \$2.

* * *

XENOTRON INC. of Woburn, Mass., has introduced an inexpensive raster image processor and UX Imagesetter.

The units can function together independently. The RIP can drive a number of raster output devices while the laser-diode imagesetter offers adjustable resolution, from 240 to 2,400 lines per inch.

* * *

SWITCH & MUX INC. of Merrimack, N.H., has introduced Communications Multiplexer for linking two data streams.

The multiplexer allows data to be received from remote personal computers and wire services and to be fed together into a newspaper's computer system.

TECHNICAL BRIEFS

Chicago Tribune buys SII system

System Integrators Inc. of Sacramento, Calif., has announced a tentative sale of a \$7.5 million front end system to the *Chicago Tribune*.

The deal, so far a letter of intent, includes more than 440 terminals to be installed in three phases beginning later this year and finishing in 1987.

Sales hike

BASF Corp., which includes Inmont inks, reported sales of \$2.6

billion in 1985, a 14% increase over 1984.

Pretax earnings of \$68.9 million were about the same as a year earlier, the company said.

Inmont was acquired last year from United Technologies Inc.

NEWS/TECH

Newspaper, city ink deal to build parking garage, production center

The Wilmington, Del., *News-Journal* and the city have agreed to spend about \$50 million to build a 1,200 space parking garage and a newspaper production and distribution center in the downtown area.

According to the agreement, the city parking authority will buy, through eminent domain, part of the block on which the *News-Journal* is located and turn it over to the newspaper.

The city will pay \$864,000 to the newspaper for air rights to build a \$10 million parking garage as high as eight levels above the distribution center.

More complete eye exams urged for VDT users

The American Optometric Association, saying users of video display terminals need "more than a superficial" eye examination, has recommended exam procedures.

The 25,000-member association said complaints by VDT users involve headaches; blurred vision; double vision; itching, burning and tired eyes and muscle-related complaints.

The complaints stem from stress that aggravates minor vision problems, prescription eyeglasses that are unsuited for VDT work and the design of workstations, including screen glare and awkward configuration.

To help VDT users, the association's task force on environmental and occupational vision has recommended eye exams that take into account the user's vision history and the specific conditions of VDT use, such as hours of use per day, length of continuous use, size and form of screen characters, screen color, size of printed documents used, working distances and other factors.

Recommended tests cover unaided and aided visual acuity, which is the ability to see sharply and clearly, at intermediate as well as short and long distances; eye health; common vision problems such as nearsightedness, farsightedness astigmatism and presbyopia; eye coordination; the ability to change focus; depth perception and color discrimination.

"The optometrist can then evaluate test results in light of these facts to determine exactly what prescription lenses, optical aids or advice the person needs to meet his or her on-the-job vision demands," the association said in a release.

The arrangement is designed to keep the newspaper and its 490 workers in the downtown area and to provide badly needed parking there. The newspaper had all but abandoned plans to stay downtown until city officials proposed the transaction.

The arrangement is designed to keep the newspaper and its 490 workers in the downtown area and to provide badly needed parking there.

The *News-Journal* plans to spend more than \$30 million to build a 27,500-square-foot distribution center next to its present building plus a four-story addition to house news presses. It also will gut its present building for refurbishment.

Sal DeVivo, president and publisher of the Gannett Co. Inc. newspaper, said that two eight-unit

offset presses and mailroom equipment will allow the newspaper to more than double its current production capacity and to print more color.

Construction is scheduled to start in July with completion slated for late 1987.

Under different contracts the city and the newspaper will use the same architect and construction manager.

Newsprint mill shuts down to deplete stock

Abitibi-Price Inc. has continued intermittent shutdowns at its Canadian newsprint mills in order to deplete large inventories.

During April, the equivalent of four days of down time were taken at each of its locations "to correct inventories," said the company, the largest North American newsprint supplier.

During the first quarter of the year, the equivalent of seven days of down time were taken.



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Proposed UPI sale clears final hurdle

Deal expected to be finalized next month

By James E. Roper

The proposed sale of United Press International to Mexican publisher Mario Vázquez Raña and Houston financier Joe E. Russo is speeding toward completion, possibly in June.

Two potential roadblocks to the sale were cleared away at a hearing May 12 in the U.S. Bankruptcy Court in Washington, D.C.

Lawyers told the court that Vázquez, UPI management, UPI principal owners Douglas Ruhe and William Geissler, and a losing bidder for the wire service, Financial News Network, had agreed in principle to settle out of court a series of lawsuits, thus ending a legal tangle that could have caused delay.

Bankruptcy Court Judge George Bason approved a 68-page "disclosure statement" by UPI, outlining its financial condition and its hopes for the years ahead. The statement is being submitted to UPI's various classes of creditors, who will vote by noon June 9 whether to accept settlement of their claims.

The results will be reported to Bankruptcy Court June 10, and Judge Bason could then authorize the sale of UPI to be completed. Settlement is scheduled to take place five days after the judge gives the go-ahead.

A lawyer for UPI, Richard Levine, pressed the court for speedy action, indicating that UPI was rapidly going through \$2.5 million which Vázquez advanced to the wire service pending completion of the proceedings under Chapter 11 of the bankruptcy law.

Levine was the first of the lawyers to report the agreement to settle out of the court the series of suits and countersuits and threats of suits by principals in the case.

A lawyer for FNN, Joe Levin, confirmed: "An agreement in principle has been reached." Previously, FNN had been reported willing to drop its suits if it received an interest in some UPI assets.

According to a report in the *New York Times* which quoted sources close to the negotiations, the tentative settlement includes a cash payment of about \$350,000 from New UPI to FNN. That money will reportedly be used to cover a portion of FNN's legal

expenses.

The *Times*' story quoted the sources as stating the tentative settlement would also include FNN's acquisition of most of UPI's ownership in Comtext, a publisher of electronic business news that owns the right to repackage UPI material for electronic data banks. UPI now owns 45% of Comtext and FNN will reportedly get 40% of that.

Although details of the arrangement in principle were not announced to bankruptcy court, Judge Bason, grinning, addressed the crowd of lawyers in the courtroom: "Congratulations to you all."

Small raises objection

The lawyers picked over minor points in the UPI disclosure statement until agreement was reached on all questioned points except one — an issue raised by former UPI president Bill Small, who was fired by Ruhe and Geissler in 1984. Small is suing them

Judge Bason, grinning, addressed the crowd of lawyers in the courtroom: "Congratulations to you all."

for \$10.8 million for alleged breach of contract.

With Small sitting in the courtroom, his attorney, Lawson Bernstein, asked the court to make UPI promise to pursue efforts to recover \$2 million-to-\$4 million which Bernstein said had been taken from the firm by Ruhe and Geissler in self-dealing transactions and the sale of UPI's European picture service to Reuters at substantially below market value.

UPI attorney Levine objected to the proposal, engaging in a brief debate with Bernstein.

Judge Bason summarily turned down the Small proposal. Small and Bernstein then left the courtroom while other proceedings continued.

The disclosure statement that goes to UPI creditors said that in calendar 1985 UPI, on revenue of \$90 million,

had an operating profit of \$1.3 million, but net interest expenses reduced the year's final pre-tax profit to \$334,000.

The statement predicted that UPI would suffer decreasing losses for five years as the new owners reinvigorate the wire service. The statement projected these results: calendar year 1986, revenues of \$87.6 million and pre-tax losses of \$5.287 million; 1987, \$91.2 million revenue and losses of \$3.6 million; 1988, revenue of \$96.6 million and losses of \$2.85 million; 1989, revenue of \$102.5 million and losses of \$2 million; and 1990, revenue of \$108.6 million and losses of \$734,000.

"UPI's plan for long-term growth and profitability is based on strengthening the basic newswire business for media customers while developing new services," said the statement prepared by UPI. "General news and information, UPI's current products, are essential elements for most electronic information users.

"Because the general news service revenues now cover the basic costs of UPI's worldwide news gathering, editing and distribution system, the creation and packaging of new services should not require substantial incremental cost in many instances, while creating potentially significant sources of new revenue."

Spokane

(Continued from page 14)

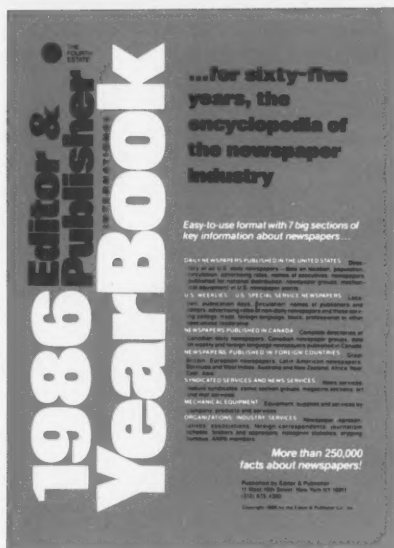
order to gain control of her shares which she values at \$15 million or more.

Her suit charges that her two cousins are involved in a conflict of interest because they are both officers of the company and trustees of her stock.

The brothers issued a statement calling the lawsuit "without merit" and saying the company was "absolutely" not for sale.

The investment banking firm of Henry Ansbacher is helping to represent Phoebe Cowles' financial interests.

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Public relations

(Continued from page 36)

2.	Royal Viking	51.6
3.	Colonial Williamsburg	50.5
4.	Marriott	49.5
5.	Cunard (tie)	48.4
5.	Hill & Knowlton (tie)	48.4
7.	British Tourist Authority	47.4
8.	Hyatt	45.3
9.	Caribbean Tourist Assn. (tie)	44.2
10.	Westin Hotels & Resorts (tie)	44.2

Disney's dominance in the field was further highlighted in the respondent's opinions about the sources of the best written materials, best artwork, and the identity of the most responsive organization.

Most of the participants made multiple nominations in all three categories. By far the most frequently named organization was again, Walt Disney Productions with 56 mentions. Not even close, in second place, was the British Tourist Authority with a still highly respectable 42 mentions. Lagging far behind in third place was Colonial Williamsburg with 15. Of the rest of the 47 organizations listed and others that could have been written in, none received more than six mentions, and those were primarily state tourism and travel offices.

Included in the survey were 13 public relations firms. Only Hill and Knowlton finished among the leaders in terms of recall with a rating of 48%. Bunched together far behind were Fleischman Hillard, Manning Selvage & Lee, and Tromson Monroe with 24, 23 and 22% respectively. The other nine had less than 20% recall scores.

H & K was also the only agency to receive enough votes to be meaningful in the qualitative rankings; it finished 10th overall with an above average 3.22.

While the travel writers and editors reported heavy PR mail in terms of quantity, more than 50% of them indicated that they were eager to receive certain specific materials. One of the exceptions to this was from an Arkansas editor who said, "The variety is adequate, the volume overwhelming."

There appears to be a shortage in many papers, large and small, of solid local and domestic travel stories, accompanied by good art. Several editors asked that local travel material include specific and realistic price information, but that the releases be destination-focused rather than a release about a hotel or air or ground carrier.

The travel editor of a suburban Chicago daily reports a shortage of suitable current photos from many overseas areas. One of the major exceptions, he says, is Thailand.

Peggy Mershon of the *Mansfield (Ohio) News Journal* (50,000 Sunday) proposed "the ideal travel press kit: Once or twice a year—depending on the seasonal nature of the attraction—send me the following in an attractive folder that will fit in my file—preferably with a well-labeled tab: Fact sheets, names, addresses, and phone numbers of whom to call for both information or art. Better yet, a sheet showing samples of art available with a card on which I check what I want, and even better than that three or four good black and white glossies that are evocative of your area (no more skiers descending a generic slope, please). Do not include people grinning at the camera but do include brochures available to the public and copy that is well written, objective, and short. One more thing, include a calendar of events.

"I'd rather get a package like this once or twice a year than 20 press releases on various matters. Get it all together, give me what I need, and make it easy for me to file."

A travel editor of a major paper in the Northwest concurs on the subject of misdirected and misconceived mailings. "A lot of money is wasted on elaborate brochures and presentations that would be more applicable to travel agents or clients, pictures of presidents of new hotels in Venice, and an inch-high stack of backgrounders."

The targeting of public relations materials draws comments on both sides of the issue. Frances Kay Harris of the *Galveston News* complains about "firms that send duplicate press releases, and don't use my name. I don't even open anything NOT addressed to me, those that misspell my name or are unfamiliar with my sex (Frances with an 'I' is for boys) and that inundate me with specifics about new officers of the advertising firm or the sponsor's product."

A contrary Texas estimate of the activities of PR people comes from David Lee Forrest, of the 27,000 circulation *Midland Reporter Telegram*. "We are in an unusual position, because even though we are a fairly small paper, we have an affluent and highly mobile readership who have strong interest in travel. PR people tend to either underestimate us — assume that this medium-sized West Texas city isn't worth their effort, or overestimate our resources — assume that we have a big travel staff and healthy sized travel budget — which we really don't."

From the *Johnson City (Tenn.) Press*, Anne Newton reports getting non-applicable, incomplete materials on cruises — pictures of the ship, without any indication of its itinerary. She comments that the Lifestyle staff of three that handles travel has many other responsibilities. "I think," she says, "there is very little emphasis on catchy writing and photos. A lot of stuff get trashed because we don't have the time to rewrite."

"While the paper welcomes press releases if they are interesting," she says she finds that "more often wire stories are better written and more newsworthy. We don't have time to add flare to the releases. If they are only factual, we don't bother."

Four likely bidders for Louisville papers are identified

The deadline for submitting bids on the Bingham family properties, which include the *Louisville Times* and *Courier-Journal* passed on May 12.

Companies identified as likely bidders are Gannett Co., Hearst Corp., the Washington Post Co. and the Tribune Co. of Chicago.

All four had sent executives to tour the newspapers after they were put up for sale in January.

The New York Times Co. also visited the Louisville newspapers, but declined to bid for the companies, said spokesman Elliot Sanger.

Ad agency merger mania continues

It seemed as though everyone had barely caught his breath after the three-way merger of BBDO International, Doyle Dane Bernbach Group and Needham Harper World-wide (*E&P*, May 3) when another mega-merger was announced last week.

Heralded by full-page newspaper ads from Ted Bates, the acquisition called for Saatchi & Saatchi of London to pay \$450 million for Ted Bates Worldwide.

Billings for Saatchi & Saatchi, after the Ted Bates acquisition, are estimated at \$7.6 billion, compared with the approximately \$5 billion in billings expected from the BBDO, DDB and Needham Harper merger.

Ad agency issues its industry ad spending forecast

By Debra Gersh

Total advertising expenditures in 1986 will rise 7.6% over last year to \$102.4 billion, with the national share dropping slightly to 56% of the total and the local/retail advertising increasing to 44%, according to the 1986 edition of *MediaTrends*, an annual report from the media department of Doyle Dane Bernbach.

The report was prepared under the direction of Mike Drexler, executive vice president-director of media and programming, who noted that economic, political and social changes continue to have an important influence on all media, and who cited the rapid growth of direct mail advertising as an example of media in transition.

With a 13% growth in 1985, direct mail became the leading medium among national advertisers, accounting for 29.2% of their expenditures. Direct mail advertising is expected to increase 10.7% in 1986, according to the report.

In addition, the report predicts that newspaper supplement circulation will gain nearly 7% in 1986, reaching 65 million. A major re-alignment in 1985 of the national supplements resulted in a net increase of 50 papers, while supplement circulation gained by 2%.

Total newspaper advertising expenditures will increase about 7.8% to \$27.5 billion, with several developments affecting the industry. These include the introduction of Long Island *Newsday's* New York City edition, Gannett's acquisition of the Evening News Association, Gannett's establishment of the Four Color Newspaper Network and the start-up of Ad/Sat, a Los Angeles-based satellite communications company testing the satellite transmission of newspaper ads.

Newspaper ad expenditures increased 8.3% in 1985 with local/retail advertising accounting for 87% of total newspaper advertising expenditures. Total daily newspaper circulation also increased in 1985, according to *MediaTrends*, up by 0.3% to 63.5 million, while total Sunday circulation increased by 1.2% to 58.3 million.

Further, *MediaTrends* predicted that more than one quarter of all network television commercials will be 15 seconds in length, up from 11% in

1985 to 26% in 1986. Television advertising expenditures are expected to grow 6.5% in 1986 to \$21.1 billion, and cable advertising revenue is expected to increase 32%, while spot cable's share of cable ad revenue will increase 19% in 1986.

Technological advances, such as stereo broadcasting, videotex and the latest VCR remote control units, will continue to impact the television industry.

Total radio advertising expenditures will increase from \$6.5 billion in 1985 to almost \$7 billion in 1986, according to the report, which also said that magazine expenditures will rise 6.3% to \$5.7 billion in 1986.

Last year, magazine ad expenditures rose \$256 million to \$5.37 billion, representing a 5% gain over 1984.

Expenditures in the business press will rise to \$2.6 billion in 1986, an increase of 6.3%, but will be only 2.5% of the total advertising budget.

Spending in outdoor advertising will exceed \$1 billion in 1986, gaining

by 6.7%, according to the DDB report. While outdoor accounts for the smallest percentage of advertising expenditures (about 1%), it increased 8% in 1985 and contributed \$942 million to the total.

And Yellow Pages advertising will continue to rise, gaining by 10% to about \$7.5 billion in 1986. Last year, revenues rose 18% to \$6.85 billion, according to *MediaTrends*.

Union defeats dues hike plan

The Independent Association of Publishers Employees, an in-house union at Dow Jones & Co., defeated by a vote of 300 to 227 a proposal to increase monthly dues from \$7.50 to \$15 for most members.

Members in the higher pay categories would have had their monthly dues tripled to \$22.50 under the proposal.

The IAPE represents about 2,000 of Dow Jones & Co.'s 6,000 employees.

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1985 E&P/INPA PROMOTION CONTEST WINNERS

(Continued from page 19)

CLASSIFICATION #6 Outdoor/Poster

Circulation	Newspaper	Circulation	Newspaper
Under 50,000 First Place	Herald Karachi, Pakistan	Certificate of Merit	Tulsa Tribune Tulsa, Okla.
Certificate of Merit	The Columbian Vancouver, Wash.	Over 200,000 First Place	POSTERS USA Today New York, N.Y.
Certificate of Merit	The Desert Sun Palm Springs, Calif.	Certificate of Merit	Chicago Tribune Chicago, Ill.
50,000-100,000 First Place	Sacramento Union Sacramento, Calif.	Certificate of Merit	Washington Post Washington, DC
Certificate of Merit	Sacramento Union Sacramento, Calif.	Over 200,000 First Place	OUTDOOR Suburban Press Cincinnati, Ohio
Certificate of Merit	Tribune-Herald Waco, Tex.	Certificate of Merit	Chicago Tribune Chicago, Ill.
100,000-200,000 First Place	The Evening Post Nottingham, England	Certificate of Merit	Orlando Sentinel Orlando, Fla.
Certificate of Merit	The Evening Post Nottingham, England		

CLASSIFICATION #7 Direct Mail

Circulation	Newspaper	Circulation	Newspaper
Under 50,000 First Place	Times-News Hendersonville, N.C.	100,000-200,000 First Place	The Record Hackensack, N.J.
Certificate of Merit	The Columbian Vancouver, Wash.	Certificate of Merit	Times & World-News Roanoke, Va.
Certificate of Merit	Journal & Courier Lafayette, Ind.	Certificate of Merit	Oakland Tribune Oakland, Calif.
50,000-100,000 First Place	Pueblo Chieftain Pueblo, Colo.	Over 200,000 First Place	Chicago Tribune Chicago, Ill.
Certificate of Merit	Modesto Bee Modesto, Calif.	Certificate of Merit	Miami Herald Miami, Fla.
Certificate of Merit	Evening Post Wellington, N.Z.	Certificate of Merit	Morning News Dallas, Tex.

CLASSIFICATION #8 Multi-Media

Circulation	Newspaper	Circulation	Newspaper
Under 50,000 First Place	Daily Record York, Pa.	Certificate of Merit	The Record Hackensack, N.J.
Certificate of Merit	Times News Hendersonville, N.C.	Certificate of Merit	Telegram & Gazette Worcester, Mass.
50,000-100,000 First Place	Leader Post Regina, Sask.	Over 200,000 First Place	Journal & Const. Atlanta, Ga.
Certificate of Merit	The Herald Everett, Wash.	Certificate of Merit	Boston Globe Boston, Mass.
100,000-200,000 First Place	Hong Kong Standard Hong Kong	Certificate of Merit	Chicago Tribune Chicago, Ill.

CLASSIFICATION #9 Market Data/Research

Circulation	Newspaper	Circulation	Newspaper
Under 50,000 First Place	Jewish News Cleveland, Ohio	Over 200,000 First Place	Republic/Gazette Phoenix, Ariz.
Certificate of Merit	News Gazette Champaign, Ill.	First Place	Toronto Star Toronto, Ont.
Certificate of Merit	Star-News Wilmington, N.C.	Certificate of Merit	Buffalo News Buffalo, N.Y.
50,000-100,000 First Place	Eagle Tribune Lawrence, Mass.	Certificate of Merit	Orlando Sentinel Orlando, Fla.
100,000-200,000 First Place	The Record Hackensack, N.J.	Certificate of Merit	Chronicle-Examiner San Francisco, Calif.

CLASSIFICATION #10 Circulation/Carriers

Circulation	Newspaper	Circulation	Newspaper
Under 50,000 First Place	Middlesex News Framingham, Mass.	Certificate of Merit	Times Pub. Co. Erie, Pa.
Certificate of Merit	Standard-Times San Angelo, Tex.	Certificate of Merit	Enquirer-Post Cincinnati, Ohio
Certificate of Merit	Journal & Courier Lafayette, Ind.	Over 200,000 First Place	Boston Globe Boston, Mass.
50,000-100,000 First Place	St. Is. Advance Staten Island, N.Y.	Certificate of Merit	Times-Post Intelligencer Seattle, Wash.
Certificate of Merit	St. Is. Advance Staten Island, N.Y.	Certificate of Merit	Or. Co. Register Santa Ana, Calif.
100,000-200,000 First Place	Calgary Herald Calgary, Alberta		

CLASSIFICATION #11 Public Relations/Community Service

Circulation	Newspaper	Circulation	Newspaper
Under 50,000 First Place	Banner Herald Athens, Ga.	100,000-200,000 First Place	State Times & Morning Advocate Baton Rouge, La.
Certificate of Merit	Tribune Chronicle Warren, Ohio	Certificate of Merit	Eagle Beacon Wichita, Kans.
Certificate of Merit	Bellingham Herald Bellingham, Wash.	Certificate of Merit	Gannett Westchester Rockland Nsp. White Plains, N.Y.
50,000-100,000 First Place	Stockton Record Stockton, Calif.	Over 200,000 First Place	Houston Post Houston, Tex.
Certificate of Merit	Idaho Statesman Boise, Idaho	Certificate of Merit	Chicago Tribune Chicago, Ill.
Certificate of Merit	Globe News Amarillo, Tex.	Certificate of Merit	The Sun Vancouver, B.C.

CLASSIFICATION #12 NIE

Circulation	Newspaper	Circulation	Newspaper
Under 50,000 First Place	Pottsville Republican Pottsville, Pa.	Certificate of Merit	News-Sentinel/ Journal Knoxville, Tenn.
Certificate of Merit	Press-Citizen Iowa City, Iowa	Certificate of Merit	The State & Record Columbia, S.C.
50,000-100,000 First Place	News-Press Ft. Myers, Fla.	Over 200,000 First Place	Newsday Long Island, N.Y.
Certificate of Merit	Dominion Wellington, N.Z.	Certificate of Merit	Courier-Journal & Times Louisville, Kent.
Certificate of Merit	The Chieftan Pueblo, Colo.	Certificate of Merit	Times Herald Dallas, Tex.
100,000-200,000 First Place	American Statesman Austin, Tex.		

CLASSIFICATION #13 Employee Newsletters

Circulation	Newspaper	Circulation	Newspaper
Under 50,000 First Place	Republican Pottsville, Pa.	100,000-200,000 First Place	American Statesman Austin, Tex.
Certificate of Merit	Sun Herald Gulfport, Miss.	Certificate of Merit	News Birmingham, Ala.
Certificate of Merit	Burlington Co. Times Willingboro, N.J.	Certificate of Merit	News Journal Papers Wilmington, Del.
50,000-100,000 First Place	The Herald Everett, Wash.	Over 200,000 First Place	Newsday Long Island, N.Y.
Certificate of Merit	Daily Herald Arlington Heights, Ill.	Certificate of Merit	Seattle Times Seattle, Wash.
Certificate of Merit	Times Tribune Palo Alto, Calif.	Certificate of Merit	L. A. Times Los Angeles, Calif.

Promotion awards

(Continued from page 18)

and publisher of *Miami Today*, newspaper research/market data; Jody Atwood, director of advertising for Columbia Pictures Publications, employee newsletter; John M. Baiar, manager of communications services for Florida Power and Light Co., circulation/editorial; Daniel Becker, senior account executive at Ackerley Communications Inc., outdoor/poster; Stan Burger, director of design at Vaughn Parades, outdoor/poster; Judy Cafiero, assistant director of community relations for the *Miami Herald*, newspaper in education; Roger Carpenter, public service director for the *Sun-Tattler*, public relations/community service; Marianne Bump, president of Marianne Bump and Associates, television and multi-media; Julie Cooperman, promotion manager at the *Miami News*, circulation/editorial and radio.

Also: Dave Cross, creative services manager for the *Miami Herald*, multi-media; Connie Crowther, director of information services-news bureau at Florida International University, newspaper in education; Jim Fine, president-creative director of Winset, Fine & Associates, trade press; Joyce Myers, director of community-public relations for the Burger King Corp., public relations/community service; Linda Frankel, vice president-advertising director for Burdines, newspaper research/market data; Marjorie Gross, creative promotion coordinator for the *Miami Herald*, circulation/carrier; Gary Piph of Mediavision, multi-media; Valerie Kalinowski, general manager at Backus Turner & Partners Inc., newspaper in education; Ed Karwin, art director at Ryder & Schilds Inc., circulation/carrier; Richard M. Klass, senior vice president of Tecton Inc., newspaper research/market data.



Judges (from left) John Baiar, Julie Cooperman and Bill Wondriska narrow down their selections.

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How to qualify

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Register

Orange County Register
First Place — Circ./editorial

Other judges were: Carl Kranendonk, president of the American Marketing Association Miami/South Florida chapter, advertising promotion; William Randall, director and cameraman at AFI Productions, television; Jack McDermott, program director-operations manager at radio station WKAT, radio; Rudy Milian, general manager of Omni International Mall, advertising promotion; Maribel Moore, creative director of *Miami Mensual* magazine, advertising promotion; Enrique Perez, advertising manager of *Diario Las Americas*, direct mail; Martin Rein, senior account director at Ev Clay Associates, employee newsletter; Nelly Rubio, director of media-public relations at Miami Dade Community College, employee newsletter; Joy Satterlee, manager of corporate communications for General Development Corporation, direct mail; Rena Sautzman, creative director-marketing for the *News & Sun-Sentinel*, outdoor/poster.

Also: Mike Sloan, president of Mike Sloan Advertising, television; Dan Smigrod, advertising-public relations manager at Viewdata Corporation of America Inc., circulation/carrier; John Springfield, creative director at Weiss & Associates, radio; Vicki Jaramillo Tarmey, associate publisher at Worth International Publications, direct mail; Ken Walters, promotion director of the *Palm Beach Post/The Evening Times*, trade press; Pauline Winick, executive assistant to the city manager of Miami, public relations/community service; and William Wondriska, president of William Wondriska Associates, circulation/editorial and trade press.



Judges Maribel Moore and Carl Kranendonk look over some of the entries.

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Rock reportage is Lisa Robinson's role

The New York City-based journalist, who has covered rock for a variety of media, writes two syndicated interviews a month

By David Astor

The four Beatles. David Bowie. Phil Collins. Chrissie Hynde of the Pretenders. Mick Jagger of the Rolling Stones. Billy Joel. Elton John. Former Sex Pistol John Lydon. Madonna. Patti Smith. Bruce Springsteen. Sting. Tina Turner.

These are just a few of the people interviewed by Lisa Robinson, who *Rolling Stone* magazine once called "America's most influential rock byline." And Robinson has conducted her interviews for a wide range of media — television, radio, magazines, and newspapers.

Robinson's connection with newspapers began in the mid-1970s, when she wrote a column for the *Chicago Sun-Times* and the old Field Newspaper Syndicate. The rock journalist was later picked up by the Special Features division of the New York Times Syndication Sales Corporation, which distributed her news-oriented column twice a week.

But Robinson wasn't totally satisfied with the feature's format. "I'm funny about news," she said. "If I can't get it on the air that night or in the paper the next morning, it seems dated to me." The lead time on a syndicated column, of course, is often at least a week or two.

So when the Times syndicate late last year suggested that Robinson write two interviews a month instead of the column, she was happy to oblige. In fact, Robinson had already been putting together occasional interview pieces while doing her twice-weekly feature.

Each of Robinson's interviews is sold individually, with clients this year including the *Boston Herald*, *London Sunday Mirror*, *San Antonio Light*, *San Francisco Chronicle*, *Toronto Star*, and *Toronto Sun*.

The articles — which start with a summary of the artist, followed by a question-and-answer section — tend to run 1,500 to 2,000 words. But Robinson said she might have as much as 40,000 words of material before the paring-down process begins. The challenge, she noted, is "taking the 'meat' out of interviews



Lisa Robinson

without changing the tone of what the people say . . . I want their voice."

Robinson — who describes her syndicated efforts as personality profiles rather than rock criticism — stated that she tries to keep her presence to a minimum in the interviews. Robinson noted that she hates "pretentious" rock articles in which the writers might talk about themselves for paragraphs before getting to the matter at hand. And she said some rock journalists take the music too seriously.

People interviewed by Robinson this year have included Julian Lennon, Yoko Ono, Ozzy Osbourne, Nick Rhodes of Duran Duran, Mike Rutherford of Genesis, and former Stray Cat Brian Setzer, among others. Robinson noted that she likes to talk to a mix of rock superstars and interesting performers who might have more of a cult-type following.

Who are some of the rockers Robinson particularly enjoys interviewing? She said the list is very long, but gave a few examples:

● Mick Jagger. "We have a very longstanding, sort of sarcastic relationship with each other . . .," Robinson said. "We spar a lot."

● Keith Richard, also of the Stones. "One of the most honest interviewees I know. And he's quite bright."

● David Lee Roth, formerly of Van Halen. "All I have to do is turn on the tape recorder. Forty-five minutes later I have everything I need." Robinson added that Roth can be very humorous.

● Elton John. "He's a scream. I always have fun with Elton . . . He's very campy."

● John Lydon. "Incredibly clever."

When asked about her own musical preferences, Robinson said she especially likes very "hard-edged, threatening" songs by groups such as the Sex Pistols (in which Lydon was known as Johnny Rotten), the Clash, the Velvet Underground with Lou Reed, the New York Dolls, and the Stones. "I like a lot of what Prince has done, too," she stated.

Given her love of rebellious rock, Robinson is not happy with what she calls the "safe" and "corporate" nature of much of today's music. She blames this state of affairs on such factors as America's current conservative climate and the "glut" of videos. "To me they're just ads," said Robinson. "I find them boring and so predictable." Hard-edged performers, she added, have difficulty getting played on tv.

But the syndicated writer observed that something always happens to "put a charge back" in rock again — as was the case when the punk-rock movement exploded a decade ago.

Another trend Robinson sees is the current popularity of older singers such as Tina Turner, who she calls an "inspiration." A number of rockers, Robinson noted, started their careers at a young age during the 1960s. She said that if they kept in good physical shape — and were smart enough to stay away from drugs or lucky enough to have survived using them — there is no reason why they can't keep performing in middle age and beyond.

Jagger, Robinson noted, now claims that his famous comment about how he would rather die than play "Satisfaction" when he was 40 was a joke. And she added that

Richard's musical heroes when the Stones started were black blues singers performing in their 60s.

Given the fact that many middle-age adults grew up with rock, Robinson said readership of her interviews is by no means limited to young people. But a significant percentage of rock fans are teenagers, Robinson noted, and she added that these youngsters could become future newspaper subscribers if they see things about rock in the paper their parents get.

Robinson herself got interested in rock while growing up in New York City. She ended up majoring in political science at Syracuse University, and then worked as a first-grade teacher in Harlem.

The syndicated writer found her career calling in the late 1960s when she met Richard Robinson, then a rock columnist and disc jockey and now a rock producer and magician. Lisa was first an assistant to her husband (to whom she's still married), and then began branching out on her own.

Robinson, who plays a little piano, eventually found numerous print outlets for her work. She has been editor of *Hit Parader*, *Rock & Soul*, and *Rock Scene* magazines, fashion editor of *Creem*, and American editor of the British *New Musical Express* weekly. Robinson has also contributed to publications such as *Hard Rock Video*, *Interview*, *Vogue*, and *Ladies Home Journal*. In addition, she cur-

rently writes three columns a week for the *New York Post*.

Her writing has been anthologized in the books *Rock Revolution* (Popular Library) and *The Rolling Stones: The First Twenty Years* (Knopf). And Robinson authored a novel called *Walk on Glass* (Newmarket Press, 1982) that traced the troubled rise of a female rock star.

In the television arena, Robinson is interviewer/feature reporter for *Radio 1990*, a daily half-hour news and entertainment program on USA Cable Network. Her interviews have also been broadcast on the *Night-flight* weekend show and last year's *TV 2000*, a weekly program syndicated to over 250 U.S. stations. And Robinson has appeared on *Today*, *Good Morning America*, *CBS Morning News*, *20/20*, *Merv Griffin*, and numerous other shows.

On radio, Robinson has hosted two monthly interview programs — *The Inside Track* and *The Sassy Stars of Rock and Roll*, which are both syndicated to over 150 U.S. stations. She has also been a regular contributor to the WPLJ-FM and WNEW-FM radio stations in New York City, where Robinson lives.



Zippy's brain is on another plane, no matter what the airline.

Pinhead: 'Am I syndicated yet?'

"Zippy," an underground-type comic starring a "serenely crazy" pinhead character, is being distributed by King Features Syndicate starting May 26.

Cartoonist Bill Griffith — whose strip developed a loyal audience in college newspapers, alternative weeklies, and *National Lampoon* magazine after it began over a decade ago — started self-syndicating "Zippy" to daily papers last year. Clients include the *San Francisco Examiner*, *Baltimore Sun*, *Shreveport (La.) Journal*, and *Boston Globe*. A *Globe* editor, discussing a recent 24,000 rise in circulation, said: "I won't say it's all due to Zippy, but

he's really rung a bell for us."

Zippy — the inspiration for the famous Coneheads on *Saturday Night Live* — loves taco sauce and "preservative-enriched" snack foods. The slightly unshaven pinhead, who is prone to expressing timely non sequiturs, frequently says things like "Yow!" and "Am I having fun yet?" Lately, Zippy has been asking, "Am I syndicated yet?"

Associated Press has stated: "Zippy may not be bright, but he makes up for it by being brilliant. His blissful ignorance of any emotion resembling embarrassment, confusion, anger, or anxiety makes him virtually omnipotent." And Griffith has observed: "Zippy is a walking subconscious . . . He says what the average reader might be thinking but would never say out loud."

Born in New York, Griffith moved to San Francisco in 1970. He went on to create several successful underground comics — with "Zippy" the most famous. Griffith's clown suit-clad character has been featured in a number of books as well as on t-shirts, dolls, mugs, and calendars.



Zippy and Bill Griffith

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SYNDICATES

LATS distributing James Flanigan business feature

A twice-weekly business column by James Flanigan is being distributed by the Los Angeles Times Syndicate.

Clients include the *Los Angeles Times* (Flanigan's home base), *Hartford Courant*, *Houston Chronicle*, *Las Vegas Review-Journal*, *New York Journal of Commerce*, *Sacramento Bee*, *St. Louis Post-Dispatch*, *San Francisco Chronicle*, and *San Antonio Express-News*.

The 750-word feature, said LATS, offers analysis and commentary rather than advice. Topics addressed

by Flanigan have included housing, IRAs, OPEC, the television networks, and the Japanese yen's relationship to the dollar.

Flanigan was a financial journalist for the *New York Herald Tribune* from 1958 to 1966, and then spent 16 years at *Forbes* magazine — most recently as assistant managing editor.

Born in New York City, Flanigan majored in history and English at Manhattan College. The 49-year-old columnist now resides in Greenwich, Conn.



James Flanigan

Impact service offers progressive photos, graphics

Impact Visuals, a cooperative photo and art service with a progressive orientation, has been formed.

The service said its visuals cover events and topics "of concern to labor, black and minority, women's, gay and lesbian, peace, anti-intervention, anti-apartheid, environmental, housing, community, church and student publications and organizations."

Impact offers a monthly packet of 20 captioned photos and graphics — including personality, feature, and

news photos as well as caricatures, cartoons, and illustrations.

Each packet also includes an index of all the photos and graphics received by Impact each month and available for rental.

Also, Impact will syndicate cartoon panels like "White Collar Crimes" by Barbara Smaller and "Ms. Meg" by Bulbul, and strips like "HERdles." In addition, Impact will distribute separate packets of editorial cartoons

by Tom Keough, Donna Evans, and others.

Impact's member artists and photographers — many of whom have been published in major media outlets — will also be available for custom assignments.

The cooperative, which is still seeking more members, is based at P.O. Box 404830, Brooklyn, N.Y. 11240-4830. Michael Kaufman is Impact's editor.

A Van Buren tribute

A tribute honoring Abigail Van Buren of *Universal Press Syndicate* for her three decades as an advice columnist will be held in Los Angeles May 30.

The gala will benefit the L.A.-based Suicide Prevention Center, which is giving the "Dear Abby" writer its first "Distinguished Service Award."

Columnist Erma Bombeck of the *Los Angeles Times Syndicate* will be mistress of ceremonies and Marvin Hamlisch will perform.

'Rip' writer has died

"Rip Kirby" writer Fred Dickenson of *King Features Syndicate* died May 6 at the age of 83.

John Prentice, who has done the "Rip" art for about 30 years and some

of the writing too, will continue the comic. The detective/adventure strip was started by the late Alex Raymond in 1946.

Dickenson began writing "Rip" in 1952, nine years after he joined King as associate editor. Earlier in his career, Dickenson was a newspaper reporter and editor. He also wrote fiction and nonfiction for magazines such as *The New Yorker*.

Trunko appointment

Michael E. Trunko has joined *Scrambl-Gram*, the Cuyahoga Falls, Ohio-based crossword puzzle publishing and in-paper word game syndication company, as marketing director. He was previously a business writer and trade journalist.

She'll talk about sex

"The Kinsey Report" columnist Dr. June Reinisch of *United Feature Syndicate* will address the Pennsylvania Society of Newspaper Editors meeting in Hershey May 31. She'll talk about "Sex in the Newsroom."

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Harris Graphics agrees to \$246 million takeover bid

Harris Graphics Corp., the nation's largest maker of printing equipment, has agreed to a \$246 million takeover by AM International Inc.

Boards of directors of the companies approved the deal May 9, and the takeover is expected to be complete this summer, according to a Harris Graphics spokesman.

The takeover involves some 11 million outstanding shares at \$22 a share, up \$1 from AM International's original, unsolicited offer April 17. Harris Graphics has been the subject of takeover speculation for about a year, and offers had been made by investor Ivan F. Boesky and the Bass brothers of Texas.

A tender offer was expected for all Harris Graphics common shares soon after the agreement, to be followed by a cash merger at the same price per share.

Harris Graphics, based in Melbourne, Fla., will be operated as a wholly owned subsidiary of Chicago based AM International, which owns Varityper Inc. and companies in the reproduction graphics industry.

Harris Graphics, which went public 18 months ago at \$14 a share after being spun off from Harris Corp. in 1984 in a leveraged buyout by man-

agement and investors, reported losses of \$15.8 million for the quarter ended March 28 as a result of a plant closing and other restructuring moves. It was the first unprofitable quarter since Harris Graphics was spun off and the company has predicted reduced earnings and loss, respectively, for the next two quarters.

AM International emerged from bankruptcy proceedings in 1984 with sizeable tax credits.

The tender offer was conditional on the sale of a majority of outstanding shares and on financing. Harris Graphics also agreed on a conditional option for about 18.5% of its outstanding common stock at the agreed price.

BIOGRAPHY

★★★★★
SUNDAY COMICS



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Senators

(Continued from page 43)

Mass.); Jesse Helms (R.-N.C.); Pete Domenici (R.-N. Mex.); and Daniel Moynihan (D.-N.Y.).

The committees most likely to bring their members publicity, Hess said, were foreign relations, judiciary, budget and governmental affairs.

Businessman

(Continued from page 17)

"A paper could go broke putting millions in escrow."

Roberts said the Inquirer has received "hundreds of phone calls from disgruntled First Jersey investors" since the articles appeared. "Most want us to write more and tell their story."

Brennan has not given the Inquirer any indication he would sue for libel because his arbitration proposal was rejected, Roberts said.

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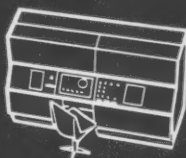
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ONE MAN COLOR DEPARTMENT WITH A BARGAIN PRICED COLOR SCANNER

\$59,500

(FITS ANY BUDGET)

FULL PRICE INCLUDES INSTALLATION TRAINING WARRANTY SERVICE 30 DAY FREE TRIAL SET UP FOR NEWSPAPERS AVERAGE SET — 15 MINS NO PROBLEMS UPI OR AP

CALL SCANTRONIX AT (213) 829-5022 ASK FOR GARY

COMPUTERS

TELERAM

Parts and service now available exclusively from N&R Scientific Company. We have in stock the entire Teleram inventory of spare parts. Formatted cassettes, diskettes, in-house repair and service contracts available. Contact N&R Scientific Company Inc., 462 11th St., Palisades Park, NJ. 07650. (201) 592-1864.

WANT TO PURCHASE boards and parts for computer hardware incorporated 2130 mainframe CPU with static solid state memory. If you have any information on the availability of these parts, contact Joe Couch or David Brune at (501) 785-7700 ext. 760 or 848.

MISCELLANEOUS

4-COMPUSCAN SCANNERS. Good for back-up or parts. Best offer before July 1, 1986 take part or all. Call Bill Cochran, the Galveston Daily News (409) 744-3611 ext. 214.

HARRIS MACEY saddle binder II Model 562 6 pockets RF 10 stacker included or separate (408) 289-1400, Telex 172644.

EQUIPMENT & SUPPLIES

MAILROOM

CUTLER-HAMMER 6 wire conveyor complete with infeed and delivery stations. 1 HP 230V Drive Motor, 200' mounting pipe, drive chain and wire. Call John Maxwell, Kennebec Journal, Augusta, ME 04330 (207) 623-3811.

IDEAL PLASTIC WRAP (2) like new 1980 vintage. New cost \$25,000 each. Average cost to operate 2 cents a bundle. Our price \$12,500 each. Immediately available IDAB 440 stackers \$12,000 each. Mid-America Graphics 1-(800) 346-3026 ext. 965.

KANSA 320 inserter add-on station. Excellent condition, new 1982-83. \$5,250 per station. One Corporation/Atlanta, (404) 458-9351.

MULLER NEWSPAPER INSERTER. Main with five stations. Good condition. Available immediately. Best offer over \$57,000. Call days (203) 568-3477 or evenings (203) 644-9889.

•24-P, 48-P and 72-P SHERIDAN/HARRIS STUFFERS Guaranteed production; refurbished and installed in your plant; training program included.
•FOR SALE: New manufactured fold first delivery beds for Harris/Sheridan stuffers.

•WANTED TO BUY: 48-P and 72-P late model stuffers.
JIMMY R. FOX, MAIL ROOM CONSULTANT; (713) 468-5827.

2 BALDWIN 108 Count-O-Veyors. New Electricals. A. Dewar (818) 885-5995.

NEW FROM GRAPHIC MANAGEMENT SHERIDAN 11-48P INSERTER WITH 11 HOPPERS

High Speed Remanufactured Sheridan 72P, 48P, and 24P inserters with performance improvements. SPEEDS TO 40,000 PER HOUR.

GMA will provide you with a remanufactured Sheridan Inserting system or WE WILL REMANUFACTURE YOUR EXISTING MACHINE.

Remanufactured Sheridan MS and HH Hoppers with ELECTRIC CLUTCH FEATURE - INCREASES NET THRUPT.

NEW folded Edge First Delivery System for Sheridan inserters.

Muller 227 and 227E inserters. Sta Hi 251, 257 and IDAB 440 counter stackers.

Cutler Hammer conveyor, bottom wraps and pacers. Signode and Power Strap tying machines.

NEW Hall Monitor Counter Stackers and complete line of NEW Hall Mailroom Equipment.

ALL REMANUFACTURED EQUIPMENT IS FACTORY GUARANTEED WITH ONE YEAR WARRANTY.

INSERTER INSTALLATION AND DISASSEMBLY SERVICES ALSO PROVIDED.

WANTED TO BUY: INSERTERS AND MAILROOM EQUIPMENT. COMPLETE DISASSEMBLY AND REMOVAL FROM YOUR PLANT.

Graphic Management Associates, Inc. 11 Main Street Southboro, MA 01772 (617) 481-8562

SHERIDAN 48P 8 into 1 remanufactured, new drive, guaranteed. Installed in your plant, training program included.

Northeast Industries (213) 256-4791.

NORTHEAST INDUSTRIES manufactures their own conveyor wire. Standard flex and extra flex, also manufactures wire tyers. (213) 256-4791.

EQUIPMENT & SUPPLIES**MAILROOM**

STA-HI 257S and 257B counter stackers including spare parts. Available for immediate shipment. Contact Graphic Management Associates, Inc., 11 Main St., Southboro, MA 01772.

WE HANDLE all types of wire conveyors and spare parts. Also Nolan Channel Flex conveyors and spare parts. Rollertop conveyors, all sizes Bottom wrappers Sta-Hi 251 & 257 S stackers Baldwin Count-O-Veyors 106's Truck Loaders Sheridan 48P 45° 90° Floor Curves Fly table for Muller inserter Signal MLN II Tying Machines Muller inserting machine model E227
NORTHEAST INDUSTRIES
(213) 256-4791

NEWSPRINT FOR SALE

28-30 LB NEWSPRINT ROLLS all sizes
BEHRENS Pulp & Paper Corp
485 E. 17th St., Suite 400
Costa Mesa, CA 92627-3265
Telephone: (714) 646-5565

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AM Typesetters. Rental/Purchase. CompSet 500 \$3250/\$125 Mth; 510 \$4000/\$140; 500/504 \$4500/\$160; 510/504 \$5500/\$210; 3510/504 \$7000/\$250; 4510/504 \$7500/\$275; 5404 \$1250/\$50; CompEdit 5810 or 5900 \$9950/\$375; 7133 Processor \$1250/\$50; Type Disks \$75. Edit Strip \$75. Reconditioned. 30-Day Warranty. Weber (216) 729-2858.

BUY/SELL/BROKER reconditioned CG typesetting equipment. Large supply of CG parts available. Call GRAPH-X INC. (215) 439-1942.

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MARK I, IV, V PACESETTERS
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CG 8600-45 pica—three years old, excellent, \$26,500. Inland Printing Equipment (800) 255-6746.

COMP JR PG, Compukwik \$1,700; Comp IV B TG HR \$5,000; Comp/PC interface \$1,200. David John (216) 562-5000.

COMPUTEK Front End with GA T410 CPU and 48 Terminals, \$37,500. Extra Terminals \$500 ea;
HASTECH Compatible Terminals (Clone), New in Factory Carton, \$2050.
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DAVID JOHN COMPANY
National Equipment Brokers
"Buy for the least!"
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ECRM 5300L AUTOREADER, Used only 30 Hrs., \$6,500;
ITEK 2024 MEGALITH CAMERA/ PLATEMAKER, \$6000;
CHEMCO MARATHON CAMERA, 30 x 40 Copybook, \$1000.
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EDITWRITERS 7700, 7700 II, 2750, 1750, processor, fonts, all in excellent condition. Will sell individually or as packaged. (718) 834-9350.

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HENDRIX 2 6420 Composition Systems interfaced with 21 Edit 1 terminals and 6 RKO 5J disk drives. Also, 19 RKO 5J disk pacs, 8 and 6 level Facit Punchers, Decitape readers, teletype printers, Shaftstall MDS 60, 30, 20A plus floppy disks, Xtel printers, tape winders, Dymo Mark III and IV typesetters. Call John Maxwell, Kennebec Journal, Augusta, ME 04330 (207) 623-3811.

MYCRO-TEK 1100 FRONT END, (1) Terminal, (1) Floppy, Class Ad S/W, Spare Parts Kit, (2) Unisetter Drivers, \$8,500.
BOB WEBER (216) 831-0480.

THOROUGHLY TESTED and warranted Unisetters and Trendsetters available now from Inland Printing Equipment. Call (800) 255-6746.

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Cameras Platemakers
Nationwide Brokers-10% Sales
Commission. We remove the risk when buying or selling between individuals.
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VIDEOSETTER UNIVERSAL and Videosetter Universal with RLO. Available immediately. Installed and warranted. Inland Printing Equipment (800) 255-6746.

ZEBRA 1400 RC processor, dryer and stand (new \$1,890); Log E RC processor \$1,800. David John (216) 562-5000.

PRESSES

6 Unit Goss Suburban, 23-9/16 C/O, stacked, 2 folders. (818) 909-7449.

MAN UniMan 2/2, 22 3/4", 4 units plus half deck, half/quarter folder, 4 semi-automatic splicers, 1980. Available immediately, excellent condition, unbeatable price. ONE Corporation/Atlanta. (404) 458-9351. Tlx 700563.

Double 3-2 Goss Imperial folder Double out delivery
22 3/4 cutoff with balloon former This folder has been magnaflexed (no cracks)

NORTHEAST INDUSTRIES, INC.
(213) 256-4791

GOSS 1500 series Suburban 8 units Urbanite folder double ended press Roll stands both ends all or ind. unit. (408) 289-1400, Telex 172644.

GOSS COMMUNITY SSC Heatset 21.5" cut-off. Late model. Includes a 4-Hi with TEC dryer and chisls. May be seen running. Contact Sid McDonald, Harris Graphics, (817) 481-5744.

HARRIS V15A JF 7 folder 3 units 3 roll stands, electric hoist Water system all new rollers (408) 289-1400, Telex 172644.

HARRIS V 22 3 units V 22 folder with 1/2 1/4 DP crossperf Paper roll hoist (408) 289-1400, Telex 172644.

EQUIPMENT & SUPPLIES**PRESSES**

6 unit Goss Suburban-4 roll stands folder with 1/2 and 1/4 fold Serial No. MD-S 1011. Excellent condition. Can be seen running on our floor. (312) 372-9770. Ask for Larry Angolesante.

COLOR KING, five units and KJ-6 folder. May be seen on shop floor in Tarpon, Florida. Call Derek Dunn-Rankin, (813) 484-2611.

COLOR KING PRESSES, rebuilt, any arrangement of units with KJ6 folder or add on units, heat set available. Interweb (305) 423-4330.

COLOR KING 4 unit KJG folder 1/2 1/4 DP
Gluer infeeds on 3 units web alliner 2 web sheeter paper roll hoist (408) 289-1400, Telex 172644.

WEB HEAT SET CONVERSION PACKAGE: Martin infeed, web guide, 1-pass TEC 10 ft. oven with chills and Rycro double sided silicone applicator. Everything you need to convert your press to heat set. Can offer as turnkey for Harris, Goss, King, etc. Reasonable.
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(312) 459-9700 Telex 206766

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Complete 7 unit Goss Mark II press, 7 42 inch R.T.P., 4 half decks
Double 3-2 Goss Imperial folder balloon formers C.O. 22 3/4".
Complete 6 units Goss Mark I press

Goss Mark I add on units
Goss reels and pasters
Goss Mark I halfdecks
1 double Goss 2:1 folder-22 3/4 cutoff
Goss Skip Slitter
Portable ink fountains
Goss single width ballons
Hoe Skip Slitters

Napp manual platemaking systems
Beach platemaking systems
Capitol roll-handling equipment, new & used
Goss Urbanite quarter folder
Hoe balloons

Paper roll dollies
We have or can get what you need for your pressroom or mailroom
We do machinery moving and erecting
We buy printing equipment
NORTHEAST INDUSTRIES, INC.
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ONE (1) Harris 8-Unit V15-D rated at 25,000. Complete with JF-25 folder. 22-3/4" cut-off. Cleaned, ready to go. Contact Sid McDonald, Harris Graphics, (817) 481-5744.

OUTSTANDING 8-UNIT HARRIS V25 Double-ended with two JF25's and clutching throughout. Upper former and eight roll stands. Very clean and in excellent condition. Ten years old and used one shift only. Can be seen under power and available immediately. Call INLAND at (913) 492-9050.

HARRIS V-15A WEB PRESS RUNNING AND AVAILABLE IMMEDIATELY, eight units, two heavy duty folders, 2 drives, roll stands, complete, well maintained. Call Mr. Newman (816) 756-3350.

EQUIPMENT & SUPPLIES**PRESSES**

TWO GOSS MARK V 8-UNIT PRESSES

Each consisting of:
8 - Standard printing units
1 - Half deck
8 - Color cylinders
1 - Double 3:2 Imperial folder with upper formers
2 - 4-Bar angle bar sections
8 - Full digital Goss reels (40")
Tension lockup - with K&F Dilitho saddles
Electric compensators, skip splitter

GOSS MARK V ADD-ON
Excellent Condition
9 - Standard units
4 - Half decks
1 - Color cylinder

GOSS METRO ADD-ON
22 3/4" cutoff
1 - unit
1 - half deck

HOE COLORE-MATIC - 22 3/4" cutoff
8 - units
1 - double 3:2 folder
6 - color cylinders
2 - color halfdecks
8 - fully automatic reels

MISC. EQUIPMENT
Goss color halfdecks - A80
5 Goss digital reels
4 Goss Mark II color cylinders
1 Goss double 3:2 folder (23 9/16" cutoff)
1 Goss uniflow (2:1) double folder, 1 Goss digital 3-arm reel, tension and paster

INLAND NEWSPAPER MACHINERY CORPORATION
(913)492-9050 Tlx 4-2362

HARRIS
-N-1650, 6 units, 1982, 22 3/4".
-N-845, 10 units, 2 folders, butlers.
-V-22, 4 units, 1970.
-V-15D, 8 units, 1980.
-V-15A, 3, 4 units.
-V-15 "Vanguard", 2 units (add-on)

GOSS
-Metroliner, 6 units, 3 half decks, 22 3/4", 3:2 folder, 1974-77.
Urbanite, 12 units, 2-3 color units, 6 Butlers-700-900 series.
-Urbanite, add-on units, 1 stacked, 2 roll, drives.
-Urbanite folder W/W.O. 1/4 folder
-Community, S/C, 7 units, 1976
-Suburban, 9 units, 2 folders.

KING
-Newsing, 6, 4 units, KJ-,6
KJ-8.
Coloring, 2, 4, units, KJ-6
BELL-CAMP INCORPORATED
(201) 796-8442 Telex 130326

PRESS EQUIPMENT
2 Unit News King with KJ4 or KJ6
4 Unit News King, KJ6 folder
5 Unit Color King, KJ-6 folder
Complete press or add-on units.
5 Unit Daily King II, KJ8 folder mfg. 1983 - like new
3 Unit Goss Community, oil bath, Community folder
4 Unit grease lubricated Goss Community
4 Unit Goss Community, Community folder, oil bath
3 Unit Urbanite U-705, 2 mono printing units, one tri-color and 1/2 page Urbanite folder.
4 Unit V-15A with JF7 folder, 30 HP drive
6 Unit Harris V-15A with 2:1 JF 25 folder
4 Unit Solna RP36 Commercial web press with combination folder can be used for newspaper and/or commercial applications.
8 Goss fully digital RTP's for Urbanite press.
INLAND NEWSPAPER MACHINERY CORPORATION
(913) 492-9050 Tlx 4-2362

**Classified Department
EDITOR & PUBLISHER**

11 W. 19th St. New York, N.Y. 10011

212-675-4380

EDITOR & PUBLISHER for May 17, 1986

EQUIPMENT & SUPPLIES**PRESSES**

GOSS
 Goss Urbanite 7 Units, 1972, 3 Cary's
 Goss Urbanite 4 Units
 Goss Urbanite 3 color units
 Goss Urbanite folders, roll stands,
 drives and accessories
 Goss Community units, folders and
 accs.
 Goss SSC Community 4 high plus 3
 mono 21 1/2 cutoff
 Goss Urbanite 1200 Series Half folder
 Goss Community 7 units SC folder and
 community folder 1973.
 Harris V-15A 7 units 1977.
 Harris 1650 Add-on unit
 Harris 1650 5 unit press
 Harris 845 six 3 color units, 2 mono
 units, folder 1982
 Harris V-25 8 units 1982
 Harris A-15C 6 units 1979
 Harris folders, roll stands, upper
 balloon formers & drives
 Harris V25 upper balloon former

KING

KJ-6 folders 1980
 4 unit Newking, 1 Press Complete
 KJ6 folders

MISCELLANEOUS

3 Cary Flying Pastors (running on
 Urbanite)

WANTED: Newspaper presses and
 accessories

IPEC INCORPORATED

97 Marquard Drive
 Wheeling (Chicago), IL 60090
 (312) 459-9700 Telex 206766

GOSS Metro, 22" cutoff, 6 units, 3 half
 decks, 1983. Available immediately.
 Offered by ONE Corporation as exclusive
 selling agent for owners. Full
 details available upon request.

See us at ANPA, Booth 1835.
 ONE Corporation/Atlanta
 (404) 458-9351 Telex 700563

GOSS Urbanite, 4 newly reconditioned
 units with quarter folder, 22.77"
 cutoff, 6 position rollstand. Rebuilt 60
 HP motor. Available immediately. Can
 be seen running. \$295,000. Call Steve
 Jackson, Paradise Post, (916)
 877-4413.

GOSS Urbanite, "1000" series folder,
 6 units, 3-color. Very good condition.
 Available August. Can be inspected in
 production.

ONE Corporation
 3400 Malone Drive, Atlanta, GA 30341
 (404) 458-9351 Telex 700563

NEWSPAPER PRESSES

Rebuilt and guaranteed
 GOSS COMMUNITY
 7-units SC press 1976-79
 1-3/C space UOP units 1979
 6-units 1976
 1-SC 1/2-1/4 folder 50 horsepower
 1979
 1-SC combination 1/2-1/4-D/P 40
 horse-power 1976
 2-units press 1969 oil bath 20 horse-
 powerdrive
 3-Community add-on units 1971-68
 1-Goss Community 1/2-1/4 folder 25
 horsepowerdrive

NEWSKING

4-units 1969-73 side and circumferen-
 tial register, KJ6 folder.

MISCELLANEOUS

1-V15A balloon former 1979
 2-Butler splicers 1978

WANTED TO BUY

Goss-Harris-King presses and
 accessories

(Call us before you trade!)
 Call us for installation prices

OFFSET WEB SALES, INC.
 73 N SUNSET DRIVE
 CAMANO ISLAND, WA 98292
 (206) 387-0097

EQUIPMENT & SUPPLIES**PRESSES**

Harris V-700 4 add-on units.
 Harris 8 unit V 15A as is or completely
 refurbished. 50 HP drive Harris V15A
 add on units completely refurbished
 Harris V-25 add on units (two)
 completely refurbished
 All equipment available immediately in
 our warehouse, delivery, installation
 and financing can be arranged.
 All Equipment Guaranteed
 MIRACLE INDUSTRIES INC.
 (203)264-1802 Telex 140186

WANTED TO BUY

GOSS URBANITE and Communities,
 Harris V-25, V-22, V-15A and V-15D.
 Complete presses, add-on units and
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MOST MODERN CORE STRIPPER IN
 THE WORLD SAVES MONEY-LABOR-
 ALL ELECTRIC-NO SAWING. DAR-
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 information.

SCANNING EQUIPMENT

ECRM Autokon 1000 laser graphics
 system for sale. Updated with current
 software. Excellent condition,
 \$41,000. Call (518) 793-3823.

HELP**WANTED****ACADEMIC****EDITORIAL ADVISER,
 DAILY UNIVERSE**

RESPONSIBILITIES: Direct and supervise
 daily news/editorial operations of a
 Monday-Friday AM university-laboratory
 newspaper (circulation 18,000).
 Approximately \$1 million in advertising
 revenues in 1985.

Duties will consist primarily of news-
 editorial, including teaching of news-
 writing, reporting, or editing classes,
 and working closely with student report-
 ers and editors in a laboratory
 situation.

The editorial advisor will report directly
 to the Chair of the Department of
 Communications who also serves as the
 publisher of the newspaper; the editor-
 ial adviser will coordinate with full-time
 faculty members responsible for teach-
 ing news writing, reporting, editing,
 magazine, advanced reporting and
 communications law classes. The
 editorial adviser will be responsible to a
 campus newspaper management board,
 consisting of faculty members and
 professionals who use the newspapers
 as a laboratory. The editorial adviser will
 be a member of a six-member newspa-
 per management team consisting of
 controller, advertising manager, opera-
 tions manager, associate editorial director,
 journalism sequence coordinator,
 print sales faculty member.

QUALIFICATIONS: M.A. or equivalent
 experience. At least ten years newspa-
 per or other print experience. Familiarity
 with business, accounting and newspa-
 per technology.
 The person selected must adhere to
 certain dietary and moral standards.
 Send resume and letter of application to
 Dr. Alf Pratte, Department of Communi-
 cations, E-509, HFAC, Brigham Young
 University, Provo, UT 84602.

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BROADCASTING PROFESSOR
 The Medill graduate program in broad-
 casting has opened a search for an
 outstanding classroom teacher in the
 television news area. We seek a creative
 broadcast journalism professional with
 extensive national or major market
 experience in television reporting or
 news production and the ability to de-
 velop new academic programs, including
 cable news broadcasts. Applicants
 should be capable of teaching writing
 for broadcasting, production, editing
 and reporting to undergraduate and
 graduate journalism students. Full-time
 tenure track, assistant professor or
 higher.

WRITING PROFESSOR

Senior journalist to teach basic and
 advanced reporting, and feature and
 magazine writing. We seek a news
 professional or academic with extensive
 industry experience to teach both
 graduate and undergraduate journalism
 students. Applicants should have
 research interests and goals as well as
 excellent rapport with people. Full-time
 tenure track, assistant professor
 or higher.

EDITING PROFESSOR

Senior editor to teach copy and creative
 editing to undergraduate journalism
 students. This position offers potential
 to develop program in advanced editing
 for graduate journalism students. Ap-
 plicants should be interested in manage-
 ment research as well as teaching. Full-
 time, tenure track, assistant professor
 or higher.

Applicants should send complete vitas
 to: Dr. Donna Lef, Medill School of
 Journalism, Northwestern University,
 750 North Lake Shore Drive, # 665,
 Chicago, IL 60611.

The policy of Northwestern University is
 not to discriminate against any individual
 on the basis of race, color, religion,
 national origin, sex, age or handicap.

ENGLISH: Assistant Professor, tenure
 track or two-year term appointment,
 beginning Fall, 1986, to teach basic
 and advanced courses in journalism and
 professional writing courses at both the
 undergraduate and graduate levels.
 Advanced degree in journalism and
 newsroom or media experience are both
 required. Send credentials by June 30
 to Edward L. Galligan, Chair, English
 Department, Western Michigan Univer-
 sity, Kalamazoo, MI 49008; (616)
 383-1627. AA/EOE.

**JOURNALISM
 GRAPHIC ARTS**

Journalism program proud of its innova-
 tive graphic arts instruction looking for
 a teacher with newspaper graphic
 design experience and a lively interest
 in visual communications. Send resume
 to Robert D. Reid, Chairman Search
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 Wright St., University of Illinois, Urbana,
 IL 61801. Affirmative Action/Equal
 Opportunity Employer.

**THE
 INDUSTRY'S
 MEETING
 PLACE****ADMINISTRATIVE**

ENTRY-level management trainee
 needed by Zone 5 community newspa-
 per group. Excellent writing, spelling,
 typing skills required, along with burn-
 ing desire to succeed in newspaper
 management. Sales aptitude helpful.
 Send resume and letter about yourself
 to Box 9987, Editor & Publisher.

HELP WANTED**ADMINISTRATIVE**

A DAILY NEWSPAPER in an attractive
 community on the southeast coast of
 Florida seeks a controller with newspa-
 per experience. Send salary require-
 ments and resume to Sheila Tuttle, Vero
 Beach Press-Journal, PO Box 1268,
 Vero Beach, FL 32961.

**ADMINISTRATION
 ASST. PUBLICATIONS
 DIRECTOR
 (UCLA Campus)**

We seek an experienced professional to
 assist in the administration of the Asso-
 ciated Students UCLA multi-faceted
 student communications media includ-
 ing Daily Bruin and special interest
 paper, KLA radio station and yearbook.

Insures that fiscal compliance of
 student media occurs, develops and
 implements policy as is appropriate and
 assists in budget preparation for all
 student media and communicates
 budgetary guidelines to student man-
 agers. Manages the publications
 accounting dept., trains and develops
 full and part-time staff, provides staff
 support to student publishing board.

Requirements BA/BS degree (advanced
 degree desired) with extensive progres-
 sively responsible experience in a
 general accounting environment plus
 minimum 2-3 years supervisory/
 management experience, including
 strong planning/budget/policy prepara-
 tion, excellent oral and written pre-
 sentation skills, ability to interface with
 publications division staff and diverse
 groups/organizations. Excellent bene-
 fits included, 3 weeks paid vacation
 annually; starting salary; high-
 \$20's/mid \$30's. Resumes to Person-
 nel Division-APD, 308 Westwood Pl.,
 KH205, Los Angeles, CA 90024. Affir-
 mative Action Employer.

**DIRECTOR OF SALES
 IMMEDIATE OPENING**

Large East Coast, suburban newspaper
 seeking top hands-on executive sales
 manager. Large productive staff in
 place. We need a leader, motivator,
 trainer. Candidate must have proven
 experience. Track record of winning in
 highly competitive situations. Be ambi-
 tious, honest, loyal and have ability to
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 growth opportunity for an unusually
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 Starting salary \$50,000 with budget for
 substantial increase. Box 9949, Editor
 & Publisher.

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 seeking applicants for position of Ex-
 ecutive Vice President. Chief executive
 officer of 5,000-newspaper member
 association directs professional staff of
 15 in Washington, D.C. in member
 services, government relations, oversee-
 ing of annual trade show and convention,
 publication of trade newspaper, other
 areas of responsibility. Please send
 resume, salary history, and cover letter
 to Dick Nafsinger, Eagle Newspapers,
 PO Box 390, Hood River, OR 97031.

PERSONNEL DIRECTOR for award-
 winning newspaper with over 100,000
 circulation in the Southeast. Position
 reports directly to the publisher and has
 complete responsibility for all phases of
 personnel including staffing, training,
 compensation and benefits, EEO and
 employee relations. Five years success-
 ful management experience with at
 least three years in personnel manage-
 ment required. Degree in personnel
 administration or a related field
 preferred. Excellent benefit package
 and salary commensurate with experi-
 ence. Send resume and salary require-
 ments to Box 9947, Editor & Publisher.

EXPERIENCED PUBLISHER for small
 group-owned Zone 5 daily in excellent
 community/market. \$50,000. Box
 9971, Editor & Publisher.

HELP WANTED**ADVERTISING**

AD DIRECTOR Middle Atlantic, suburban daily in competitive market seeks experienced, aggressive person to organize, lead sales staff. Must be good salesperson and handle accounts. Excellent base salary and bonus plan. Advancement opportunities. Immediate opening. Write Box 9978 Editor & Publisher.

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Expanding New York publishing company seeks experienced, take-charge space sales pros—both display and classified—who knows the New York Market. Rapid earnings growth includes excellent base, high commission, bonuses and sales incentives. Managerial opportunities available. Send resume in confidence to: G.D. Publishing, Mr. Daniels, 1220 Broadway, Suite 310, New York, NY 10001.

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Aggressive sales person with newspaper experience needed to run semi-operation in competitive Rocky Mountain resort area. Earning potential to \$40,000. Send resumes to Box 9977, Editor & Publisher.

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President, Eastern US, 100K

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Sales Managers, Zones 2-9, 40K

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Production Positions, Zones 1-9, Open

Please call (818) 881-0271 or send resume to:

MULTI-MEDIA ENTERPRISES
5699 Kanan Road
Agoura Hills, CA 91301

CLASSIFIED ADVERTISING MANAGER Zone 7 publication 30,000 daily newspaper. Need person with proven track record, strong in promotion telemarketing and organization. Excellent company, benefits and opportunity. Reply to Box 9874, Editor & Publisher.

DATA PROCESSING**TECHNICAL SUPPORT SPECIALIST**

Expansion of our graphic system support and research group has created an opening for a computer system technical support specialist who has three to eight years hardware maintenance experience at the component level. Some background in software is also desirable.

The person assigned to this position will work closely with plant personnel at our manufacturing facilities to develop preventive maintenance schedules and provide remote and on-site support. This position is based in our division office location at our Topeka, Kansas manufacturing facility. Considerable travel (up to 50%) is a requirement of this position.

Specific experience with Atex or other PDP-11 based composition system and/or CRT typesetters is required. A B.S. in computer science or related fields is preferred, however equivalent experience will be accepted.

If you are interested and can handle current technology plus the latest state-of-the-art equipment as it is phased into our operations please send resume including salary history to: Personnel Office, Jostens Printing & Publishing Division, Box 1903, Topeka, KS 66601. An Equal Opportunity Employer M/F.

HELP WANTED**ADVERTISING**

NATIONAL ADVERTISING MANAGER The Central New Jersey Home News, daily/Sunday, has a challenging position available for a strong national advertising manager. The successful candidate should be a marketing graduate with 3 to 5 years of national sales experience, preferably in newspaper advertising, who has worked with national rep firms, prepared sales presentations for specific clients and supervised a staff. We offer an excellent starting salary with incentives as well as a company paid benefit package. Please send resume with salary history in confidence to:

Mr. J. H. Eichman
The Home News
123 How Lane
New Brunswick, NJ 08903
(201) 246-5623

RETAIL ADVERTISING MANAGER

Are you a person on the way up in the newspaper advertising business? Do you welcome challenge and seek an opportunity to prove your management skills? If so this may be the right opportunity for you. We need an aggressive RAM who is ready to reach for high personal and staff-wide performance. Should have prior successful management experience and the desire to win in the competitive market. You will direct the daily activities of a dozen territory sales reps, spearhead special sections and maintain personal contact with important accounts. You'll have the support of a marketing and research package now in progress. This Zone 1 weekly newspaper group has a circulation of 100,000 plus that is a market leader. We offer excellent salary, performance bonuses and fringe benefits. If you are interested write to Box 9984, Editor & Publisher.

TRAINING DIRECTOR

To conduct group-wide advertising sales training programs at our New Jersey corporate headquarters and at our individual newspaper locations. Ideal candidate will currently be a sales trainer for a newspaper group or newspaper. You should have some solid retail sales management experience. PSS III experience would be a plus. Write in strict confidence to Box 9980, Editor & Publisher.

DATA PROCESSING**HELP WANTED****ADVERTISING**

DISPLAY ADVERTISING MANAGER Aggressive, energetic team leader to help us continue rapid growth. Teach 9 staffers in the field, handle major accounts for highly competitive upscale, business-oriented weekly. 1986 sales up 50% and we're going higher. Michael Lewis, PO Box 1368, Miami, FL 33101.

LEXINGTON KENTUCKY, a 139,000 circulation Knight-Ridder newspaper, needs a classified manager to direct sales and service activities. Requirements include experience in classified sales and sales management. Send resumes to Ev Arnold, Lexington Herald-Leader, Maine & Midland, Lexington, KY 40507. EOE M/F.

**ARIZONA STATE UNIVERSITY
ADVERTISING SUPERVISOR**

Advertising supervisor to lead dynamic student sales team for daily newspaper and other student publications. Minimum qualifications: 6 years advertising sales experience; or, Bachelor's degree in advertising, journalism, marketing or management and 2 years advertising sales experience; or, approved equivalent. Desired qualifications: demonstrated ability to work effectively with university students, in business community and with large staff; strong commitment to independent student press and proven track record in advertising sales and strategies; ability to develop creative marketing programs and motivate sales personnel. Competitive base salary plus override. Send letter of application and three letters of recommendation by June 13 to Personnel Department, ASU, Tempe AZ 85287. An EO/AA employer.

ART/GRAPHICS**ART DIRECTOR**

Award-winning Southwest weekly has immediate opening for person to direct design and commission creative freelance visuals. Must have good grasp of cutting-edge graphics, magazine design and strong conceptualization abilities. Must be organized and responsible. Journalism background a plus. Weekly responsibilities include: cover and major feature art and photo assignments, photo editing, spot news art and layout, and department budget management. Must be experienced and visionary. This publication, the third largest alternative newspaper in the country, has been recognized for its writing and reporting both within the state and nationally, and statewide for its photography. Send resume to New Times, Box 2510, Phoenix, AZ 85002.

THE LEXINGTON-HERALD LEADER is seeking a newsroom artist to do informational graphics, illustration and page design experience with color and computers is desired. Send portfolio and resume to Jim Jennings, Graphics Director, Lexington Herald-Leader, Maine & Midland, Lexington, KY 40507. An EOE M/F.

MAJOR METROPOLITAN newspaper in Southern California has a challenging position for an art director who is prepared to do hands-on work. Candidate must have extensive background in newspaper design, proven management skills, and experience with sophisticated computer equipment. Must have comprehensive experience in information graphics, charts and diagram design and should be skilled in developing strong design concepts for feature pages. Position calls for leadership abilities to work with and develop art department team of five. Must respond quickly and imaginatively to daily deadline pressures. Resume and non-returnable samples to Box 9958, Editor & Publisher.

HELP WANTED**CIRCULATION****CIRCULATION SALES/
TRAINING MANAGER**

If you are experienced in newspaper circulation with success in sales and training, we need to talk. Our newspaper has outpaced the competition in both circulation and advertising numbers and we plan to keep it going. To qualify for this just created sales/training manager position, you need at least three years in circulation. We're looking for demonstrated supervisory skills. Show us you can lead and motivate ten-year-old carriers as well as other professional managers. We need a creative person—one who has had a hand in developing promotional programs that met preset goals. And we need someone who can sell in person and on the phone. You'll need to be able to show others how. We offer continual challenge in a positive environment, \$32-\$36M/year to start, excellent benefits, and a chance to add to your successes. Please send a cover letter and a resume with salary history to Box 9922, Editor & Publisher.

CIRCULATION MANAGER for 65,000 circulation group of weekly newspapers in Zone 5. Experience needed in carrier voluntary paid delivery, second and third class mailings and TMC publications. Computer knowledge a plus. Send resume and salary requirements to Box 9967, Editor & Publisher.

HOME DELIVERY AREA MANAGER

Large Texas daily and Sunday newspaper requires experienced person to manage independent contractor circulation sales service and collections. Please send resume and salary history to Rod McFarland (214) 977-8054, Communications Center, Dallas Morning News, Dallas, TX 75265.

MAJOR METROPOLITAN newspaper has immediate opening for full time branch managers. You will be working in the area of home delivery and must have the ability to work AM and PM hours. We are seeking highly motivated individuals. We offer solid growth potential, good salary, bonus incentives, company car and fully paid company benefits. Send resume to PO Box 2212, Boston, MA 02106.

STATE CIRCULATION MANAGER

We're looking for a state circulation manager who can break new territory and keep momentum going in established stronghold. We're the largest in a competitive market and need someone who can compliment our successful distribution team. The person selected for this newly created position would be responsible for nearly half of our daily circulation—all home delivery and single copy outside the city zone, as well as motor routes and bundle haulers within the city.

You'll need 5 to 10 years increasing newspaper distribution responsibility that shows:

*A track record of successful motor route management as well as single copy sales.

*Demonstrated ability to deal fairly with independent contractors.

*The skills and ability to develop new markets and increase penetration within an existing one.

*Supervisory skills that work to select, train and motivate good people.

Interested? Send us your resume, salary history and a letter telling us how your experience fits our requirements in care of Box 9975, Editor & Publisher. (Zone 9).

We are an equal opportunity employer offering competitive salary/bonus programs, excellent benefits and a chance to meet professional challenges in a positive work environment.

HELP WANTED**EDITORIAL**

CITY EDITOR for 10,000, 6-day newspaper in zone 5. Must appreciate value of human interest material in local coverage. Staff of 13. Newspaper has won many state awards and one national award for local coverage. Only zone 5 candidates need apply. Person selected will be strong in writing, editing, layout and leadership abilities. Top-notch reporter desiring a management position will be considered. Write Box 9989, Editor & Publisher.

BUSINESS LAYOUT, EDITING

A copying editor with good layout skills for a growing business section in a booming area. Not just a geometric journalist, but someone who knows how to gather the material needed for effective display. Not just a style-checker, but someone who knows the subject and writes sharp heads. Send resume, pertinent clips to Andrew McCue, Business Editor, The Press-Enterprise, Box 792, Riverside, CA 92502.

ASSOCIATE EDITOR for national biweekly digest on African affairs focusing on U.S. policy. Must be excellent writer, hard worker interested in foreign affairs. Will handle rewrite, stringers, production. Send resume, writing samples to Africa News Service, PO Box 3851, Durham, NC 27702.

Art Director
Computer Graphic Artist
Experienced News Editors
Business Editor

JOB BANK has immediate openings for the above positions. The graphic jobs are located in California. If you are interested in these positions, please write to **JOB BANK**, 2615 River Road, Suite 7, Cinnaminson, NJ 08077 or call Director, Debra Bissinger at (609) 786-1910. There is no referral fee for the above positions.

45,000 CIRCULATION DAILY newspaper in northwestern South Carolina needs a night city editor to help direct the activities of a ten-person news staff. Duties include directly supervising 4 reporters, editing stories and assisting the city editor in directing the news-gathering operation. We are looking for a motivated person with daily newspaper writing and editing experience who is interested in advancement. Please send resume and clips to City Editor, Anderson Independent Mail, PO Box 2507, Anderson, SC 29622.

EDITORIAL POSITION at a Chicago-based international marketing newsletter. Strong reporting/editing skills with business writing experience. Salary range, mid-teens plus benefits. Send resume and writing samples in confidence to: IEG, 213 West Institute Place, # 303, Chicago, IL 60610. No calls please.

CAPITAL BUREAU—The Tacoma (WA) News Tribune is seeking a high energy reporter to go head-to-head with the metro giants in covering state capitals. Experience in investigative, political coverage desired. Resume, clips to Dave Workman, City Editor, PO Box 11000, Tacoma, WA 98411.

EXPERIENCED BUSINESS WRITERS only for periodic print projects in the Princeton, NJ area. Annual reports, internal communications, marketing materials, press releases, reports. Please submit resume and samples to PROMPT, 109 Hilltop Court, Langhorne, PA 19047. No phone calls please.

Editor & Publisher
CLASSIFIED
ADVERTISING

EDITOR & PUBLISHER for May 17, 1986

HELP WANTED**EDITORIAL**

BUSINESS REPORTERS: Are you are tired of stories that are no more than rewriting handouts and covering staged events? So are your readers. Be on the right side of this revolution. The nation's largest chain of quality weekly business journals is looking for a reporter for its 3 year-old Portland Oregon paper. Send clips and resume to Robert Fisher, Portland Business Journal, PO Box 14490, Portland, OR 97214.

EDITOR for growing upstate New York weekly in rural farming and picturesque tourist area. All-around experience and familiarity with high school sports a must. Send resume, salary requirements and work samples to The Freeman's Journal, PO Box 591, Cooperstown, NY 13326.

EDITOR-IN-CHIEF

Sought for group of five weekly newspapers. Candidate must be a solid news writer with investigative reporting experience. Outstanding interpersonal and administrative skills essential. Send resume to:

Howard Sloan Communications
Search
545 Fifth Ave.
New York, NY 10017
Attn: B. Cooper

EDITOR

THE COLUMBUS REPUBLIC We are seeking a qualified and experienced leader who can inspire our talented newsroom staff. The Republic is a 7 day, colorful 20,000 plus circulation offset daily. Columbus is a unique and outstanding city with two Fortune 500 companies. We have much to offer and will insist on the very best. Please don't apply if you are a nuts and bolts technician who enjoys corporate structure. We want a personable individual with high standards and the ability to accomplish these goals. Apply in confidence to: Don Buckman, Publisher, The Republic, 333 Second Street, Columbus, IN 47201.

EDITOR/WRITER needed for startup of regional woodworking newspaper. Excellent opportunity for an experienced journalist who also has a thorough, working knowledge of wood, tools and equipment. Write, please do not call: Jack Turner, Soundings Publications, Essex, CT 06426. Include experience in both journalism and woodworking; state salary history or requirements and send samples of recent work.

ENTRY LEVEL copy editor. Call Managing Editor, Buford Green (217) 245-6121, or send resumes to Journal Courier, 235 West State, Jacksonville, IL 62650.

EXPERIENCED COPY EDITOR

50,000 PM in college town between Chicago and St. Louis seeks talented desk pro. Daily newspaper experience required. Must have strong language, design and VDT skills, ability to work deadline and projects. \$16,000 - \$29,000 annual base, depending on experience, top benefits. Send resume, work samples. John Foreman, The News-Gazette, Box 677, Champaign, IL 61820.

FEATURES EDITOR—The Hawk Eye, a 20,000 circulation daily newspaper in southeastern Iowa seeks an editor with at least 2 years of copy editing and page layout experience to produce daily and Sunday lifestyle section. The Hawk Eye uses color extensively. Must have good wide-ranging story ideas and have innovative graphic and photo approaches. Ability to work well with reporters and editors important. Send resume, writing samples, tear sheets, and references to: Charles Gates, Managing Editor, The Hawk Eye, 800 S. Main St., Burlington, IA 52601.

HELP WANTED**EDITORIAL**

GENERAL ASSIGNMENT REPORTER Major Southern daily (230,000; 290,000 Sunday) needs experienced reporter who can do it all; go after daily news with a vengeance, dig for the hard-to-get story and get it right, and write both with clarity and perspective. Ability to handle parttime specialty in environment or higher education is a plus, but not required. Good pay and benefits. Send cover letter, resume and clips to Scott Ware, Metropolitan Editor, The Commercial Appeal, 495 Union, Memphis, TN 38103.

GOVERNMENT JOBS

\$16,040-\$59,230/yr. Now Hiring. Call (805) 687-6000 Ext. R-4261 for current federal list.

"HOW TO GET HIRED IN JOURNALISM" For information, write: Northwest Marketing Limited, Box 3658-J, Lacey WA 98503.

IMMEDIATE OPENING FOR GRAPHICS ARTIST

To produce news/editorial graphic, maps, charts, drawings for daily newspaper, special sections and other newspaper projects. Requires a Bachelor's degree in journalism, fine arts, design, or equivalent. Must be experienced with computer-generated graphics. Send resume to Nelder Dawson, Personnel Director, Alexandria Daily Town Talk, PO Box 7558, Alexandria, LA 71306.

LARGE, GROWING, Southeast metropolitan daily newspaper seeks assistant features desk editor to work on universal features desk. Should be a strong editor and manager with expertise in color and layout and design. Five years experience required. Send clips, resume and references Valerie Nagler, Features Desk Editor, Fort Lauderdale News/Sun-Sentinel Company, PO Box 14430, Ft. Lauderdale, FL 33302.

LOOKING AHEAD

Zone 9 metro daily is updating its applicant file in anticipation of vacancies in these categories:

Photographer
Assistant City Editor
Sports Copy Editor

Minimum qualifications include two years of comparable daily experience. Equal Opportunity Employer. Send resumes and non-returnable work samples to Box 9948, Editor & Publisher.

EDITOR

Editor for community weekly newspaper. Requires copy, layout and staff skills, plus community relations work. Three to 5 years experience in hard news required, including at least one year as editor/supervisor. Heightstown, NJ area. Please send resume and salary requirements to Box 9950, Editor & Publisher.

COPY EDITORS

Arizona Republic seeks first-rate copy editors. Must try-out. Send resumes, including phone numbers of three references, to Clair Cobb, News Editor, Box 1950, Phoenix, AZ 85001.

CRACKER JACK assistant news editor needed at once by 70,000 mini-metro in Zone 5. Copy editing, layout and people skills necessary. Come and grow with an aggressive, progressive newspaper. Good pay, benefits. Write with resume and references to Box 9966, Editor & Publisher.

CREATIVE JOURNALIST NEEDED to join newsroom-management team on quality mid-size daily in expanding market. Ideas, ability to motivate reporters, plus strong editing, layout skills required. Salary mid \$20's. Write Assistant Managing Editor, The Times, Watertown, NY 13601.

HELP WANTED**EDITORIAL**

METRO EDITOR—The Wichita Eagle-Beacon, a Knight-Ridder newspaper with a circulation of 125,000 daily and 195,000 Sunday is interviewing proven editor-managers to direct and develop a talented staff of about 35 reporters and editors. Our metro editor supervises news gathering in Wichita and throughout Kansas, and also directs work of our Midwest regional correspondents and Washington correspondents. We will hire someone who shares a commitment to aggressive news-gathering and lively writing; someone with excellent people skills who has a demonstrated ability to train and develop staff. Send resume and supporting materials to Bill Handy, Managing Editor, Box 820, Wichita, KS 67201.

REPORTER/EDITOR—All-around experienced—for growing community weekly near Las Vegas. 1111 L.V. Blvd., So. 211, Las Vegas, NV 89104. (702) 384-5313.

REPORTER FOR SMALL Palm Beach daily newspaper. Imaginative writer with strong investigative background preferred. Reply by resume to Palm Beacher Newspaper, PO Box 2241, Palm Beach, FL 33480.

REPORTER—growing eastern N.C. weekly chain seeks enthusiastic, energetic reporter for expanding editorial staff. Good pay, benefits. J-degree, experienced preferred, but will consider recent grads. Send resume, clips to Personnel Dept., News Leader, PO Box 158, Fremont, NC 27830.

SPORTS JOURNALIST

Daily Local News, West Chester, PA seeks sports writer with at least 2 years of experience. Send resume to Casey Husband, Daily Local News, 250 N. Bradford Ave., West Chester, PA 19382.

SPORTS WRITER to cover NFL team sought by award winning daily, 40,000 circulation, in Zone 4. The position requires a hardy mix of hard-hitting, analytical beat coverage, hard news writing and lively game coverage. Applicants must have 3-5 years' reporting experience. Send resume and clips to Box 9934, Editor & Publisher.

SPORTS EDITOR—6,500 circulation Northeast Indiana daily needs sports editor with good writing, photography and design skills. Contact Terry Housholder, News-Sun, PO Box 39, Kendallville, IN 46755. (219) 347-0400.

REPORTER

Are you a tough, hard-nosed Reporter with several years of solid experience? If you're good enough to trade a low salary and boring city council meetings for a high salary and exciting assignments around the world, the National Enquirer is looking for you! We need Reporters who can cover a Cancer Conference on Monday, a heart-tugging human interest story on Wednesday and a Celebrity wedding on Friday—with equal skill. If you can, we'll throw in Florida living, far-flung travel... and a \$47,000-a-year starting salary:

Contact:
NATIONAL ENQUIRER
Box L
Lantana, FL 33464

CLASSIFIED ADVERTISING Order Blank

Name _____
 Company _____
 Address _____
 City _____
 State _____ Zip _____
 Phone _____
 Classification _____
 Authorized Signature _____
 Copy _____

Assign a box number and mail responses daily.

Run ad _____ Weeks _____ Till Forbidden.

Please indicate exact classification in which ad is to appear.
 Mail to: Editor & Publisher, 11 West 19th Street, New York, NY 10011.

CLASSIFIED ADVERTISING RATES

Effective January 1, 1986

LINE ADS	POSITIONS WANTED
1 week — \$5.25 per line	1 week — \$3.50 per line
2 weeks — \$4.70 per line, per issue.	2 weeks — \$2.90 per line, per issue.
3 weeks — \$3.95 per line, per issue.	3 weeks — \$2.50 per line, per issue.
4 weeks — \$3.15 per line, per issue.	4 weeks — \$2.30 per line, per issue.

Add \$5.50 per insertion for box service. Add \$3.50 per insertion for box service.

Count as an additional line in copy. Count as an additional line in copy.

Count approximately 37 characters and/or spaces per line.
 3 lines minimum.
 NO ABBREVIATIONS.

**DEADLINE: Every Tuesday, 2 pm (ET)
 For Saturday's issue.**

Payment must accompany all Positions Wanted ads.

DISPLAY CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rates for display-classified are: 1 time-\$75 per column inch; 2 or more times-\$70 per column inch, per insertion.

DEADLINE: 8 days prior to publication date.

Contract rates available upon request.

Box number responses are mailed each day as they are received.

Editor & Publisher

11 West 19th Street, NY, NY 10011. (212) 675-4380.

HELP WANTED

EDITORIAL

REPORTER OR COPY EDITOR
 The Jackson Sun, a 37,000 afternoon daily in West Tennessee owned by Gannett, will have an opening for either a reporter or copy editor in August. The reporter must be able to handle both hard news and features; write concisely, but with color; and be accurate. The copy editor must be able to edit sharply; be strong in spelling, grammar and page design; and have good news judgment. Site job preference and send resume, references and work samples to Mary Reed, News Editor, The Jackson Sun, 70 Box 1059, Jackson TN 38302.

SUPER SLOT we are looking for a rare commodity. A talented, technically proficient slot person with some fire in his (or her) eyes and a desire to move into management. Must be able to deliver design that sparkles, headlines that sing and copy that is clean, clear and concise—on a daily basis. For a pro, top salary and benefits from a daily and Sunday in a high growth area of Pennsylvania. Box 9986, Editor & Publisher.

The La Crosse Tribune seeks a city editor to lead the talented reporting staff of our 36,000 circulation daily and Sunday newspaper. The person we hire will have strong writing and editing skills and outstanding ability to work with creative people. Supervisory experience is a plus. Send samples of your writing and a letter discussing yourself and your ideas to David B. Offer, Managing Editor, La Crosse Tribune, 401 N. 3rd St., La Crosse, WI 54601 by June 2.

TYPIST \$500 weekly at home. Information? Send self-addressed envelope. P. Chardon Associates, 24-05 Southern Blvd., Apt 16A, Bronx, NY 10488.

WANTED Young ambitious journalist with reporting and editing experience for regional editor/news editor position on up-and-coming Midwest daily. Job includes staff management, copy editing, some reporting. Send resume, clips and salary requirement to Box 9964, Editor & Publisher.

WRITER/ASST. EDITOR for weekly newsletter. U.S. citizen, native language English, near-native fluency in German, experience or training in journalism. Knowledge of German affairs a plus. German Information Center, 950 Third Ave., New York, NY 10022, Att: Dr. McGraw.

WRITER
 Opening for Executive Editor of America's leading health and fitness publication by Rodale Press. We need a writer with a lively, entertaining style who loves researching and interviewing, can work at top speed and still produce information-packed, engaging copy and who never misses deadlines. A creative self-starter who can be counted on to consistently generate great issue line-ups. A team worker who can cooperate with the publisher, copy-writer, business manager, art director, researcher and other people who make the newsletter a success. Minimum of three years professional writing experience a must. Full benefits, free company fitness facility, excellent environment, no smoking policy. Send resume, best writing samples, salary needs (no calls or freelance queries) to: William Gottlieb, Editor, Executive Fitness Newsletter, 33 East Minor St., Emmaus, PA 18049.

ZONE 5 100,000 PM daily (155,000 Sunday) seeks copy editors for its 10-member universal desk. Mandatory tryout. Send resume to W.J. Kennedy, News Editor, The Vindicator, PO Box 780, Youngstown, Ohio 44501-0780. No phone calls, please.

HELP WANTED

EDITORIAL

SPORTS EDITOR
 Fast-growing 17,000 PM daily seeks editor to run recently expanded 3-person sports department. Excellent opportunity for take-charge person with strong editing, layout and supervisory skills. Send resume, work samples to Dan Fitts, Haverhill Gazette, 447 West Lowell Ave., Haverhill, MA 01830.

REPORTER/EDITOR for award-winning community weekly group in southwest Nassau County, Long Island. Send resume, clips to Richner Publications, 379 Central Avenue, Lawrence, NY 11559.

REPORTER. Daily law newspaper seeks experienced reporter with strong legal knowledge. Resume, clips to Editorial Department, PO Box 54026, Los Angeles, CA 90054.

REPORTERS needed by 15,000 circulation daily serving suburban Indianapolis. Midwest applicants with experience preferred. Send resume to The Daily Journal, PO Box 699, Franklin, IN 46131.

SMALL ZONE 1 daily-weeklies group seeks sports editor and business reporter. The editor will write a regular column, and oversee a network of correspondents who write for both daily and weekly deadlines. The reporter will contribute articles—hard news and features—to the daily and the weeklies on a rotating basis. J-school graduates with right experience will be considered. Box 9983, Editor & Publisher.

SPORTS DESK PERSON: 5-person sports department in 7-day, Zone 2 daily needs a creative desk person who can edit and has sharp layout skills. Coordination of Sunday section and some writing involved. If you've got what it takes, send resume to Kathleen Condon, Executive Editor, The Times Record, 501 Broadway, Troy, NY 12181. No phone calls please.

FREELANCE

NEW NATIONAL WEEKLY tabloid newspaper needs articles on unusual stories, celebrity gossip, TV personalities or any interesting stories. Send to National Reporter, 10014 North Dale Mabry, Suite 101, Tampa, FL 33618, or call (813) 968-9242.

LIBRARY

LIBRARIAN
 The New York Post is seeking a Master of Library of Science for its busy library. Minimum of 5 years newspaper experience including supervisory background required. Apply in writing to Peter Faris, Editorial Manager, New York Post, 210 South St., New York, NY 10002.

PHOTOGRAPHER

WANTED OFFBEAT HUMOROUS photos of politicians, National or International. Send to: STING 1079, Rt. 202, Blue Bell, PA 19422.

PHOTOJOURNALISM

ARIZONA 6-DAY daily needs a photojournalist who can blend pictures and words to make music. Mail resume, references, samples to Jim Fickess, Managing Editor, Casa Grande Dispatch, PO Box 639, Casa Grande, AZ 85222.

PRESSROOM

A PRESSMAN some experience on a web or sheet fed press with mechanical ability. Excellent paid benefits and pension. Apply Bartash Publications, 7272 Woodland Ave., Philadelphia, PA 19142, (215) 365-1155.

HELP WANTED**PRODUCTION**

ASSISTANT PRODUCTION MANAGER
One of the Southeast's fastest growing daily newspapers is seeking qualified candidates for the newly created position of assistant production manager. This newspaper is dedicated to quality and we have been recognized nationally for our efforts. Come grow with us. Applicants should state previous production management experience, specialized training and salary history. Box 9970, Editor & Publisher.

NEED PRODUCTION MANAGER to run typesetting, paste up, and camera room department for the fastest growing shopper chain in America. Own 3 titles now, plan to add 1 per year. Located in Florida. Box 9968, Editor & Publisher.

PRESSROOM SUPERINTENDENT
Zone 9 is seeking a pressroom superintendent for over 100,000 circulation. Strong management and metro press experience necessary. Please send resume and salary requirement to Box 9965, Editor & Publisher.

PRODUCTION MANAGER for large Seattle area free distribution publication with web printing business. Long established, owned by major public company. Need hands on manager to supervise composing and pressrooms in growing business. Excellent career opportunity. Phone Mel Hirning (206) 743-1645.

THE AUBURN (CA) JOURNAL is looking for a production supervisor. Should be experienced and/or familiar with Community pressroom, all camera, composing and mailroom operations. Must work well with people, be extremely quality oriented, and possess motivational skills. Salary negotiable. Excellent opportunity to live and work in the beautiful Northern California gold country. Send resume and references to Bob Badgley, General Manager, The Auburn Journal, PO Box 5910, Auburn, CA 95604.

PROMOTION

MARKETING PROMOTION MANAGER
Southern California's second largest daily newspaper The Orange County Register is looking for a manager to head one of the industry's top award winning promotion departments. The successful candidate will be experienced in creative direction, media planning/budgeting for all media in A/V presentations plus, a knowledge of research and its use in consumer promotion and advertising sales. This position will challenge the experienced advertising professional who wants to work in a highly competitive market for one of the nation's most successful newspapers. Send your resume, success stories and salary expectations in confidence to: Manager of Marketing, The Orange County Register, PO Box 11626, Santa Ana, CA 92711.

PUBLIC RELATIONS

WANTED: experienced, all-around public relations person with excellent writing skills for brochures, testimony, pamphlets, speeches, press releases and other materials. Should also be experienced in dealing with media. Background in educational issues desirable, but not necessary. Zone 2. Good salary and benefits. Send resume to Box 9976, Editor & Publisher.

TYPESETTING

TYPESETTER PASTEUP DESIGN ARTIST for large weekly and commercial print shop. A minimum of 3 years experience. Excellent salary and benefits. Send resume to Western Printing Center, Box 1184, Sioux Falls, SD 57101. Mr. Lesnar (605) 339-2383.

HELP WANTED**SALES**

RETAIL ADVERTISING MANAGER
Suburban 7-day newspaper in Zone 2 growth market seeks an experienced energetic manager to head up a successful regional sales staff. Qualifications include 5 to 7 years experience in sales management including staffing, planning, budgeting and training. Proven record of accomplishments in a highly competitive market essential. Excellent starting salary with company paid benefits. Please send resume with salary requirements in confidence to Box 9974, Editor & Publisher.

POSITIONS WANTED**ADMINISTRATIVE**

EXPERIENCED TURN-AROUND manager. MBA and journalism degrees. Career growth from reporter, editor, newspaper group corporate marketing, advertising director, business manager, general manager, publisher, president of small group. Excellent trainer and motivator. Box 9926, Editor & Publisher.

GENERAL MANAGER with proven track record, (over 19 years total experience); in all phases of newspaper profession seeks permanent position with chain-independent newspaper in the 18,000 to 30,000 circulation range. Prefer Southern California, but would be favorably inclined toward any other suitable opening in Sun Belt area. Box 9797, Editor & Publisher.

VERSATILE NEWSPAPER EXECUTIVE, 44, who feels equally comfortable making sales presentations, analyzing financial statements, covering news stories or supervising production departments, seeks publisher spot on community-minded small daily. Box 9925, Editor & Publisher.

V.P. MAJOR PUBLICATION seeks position as Publisher or General Manager of community oriented newspaper. Excellent people, sales and business skills. Community, family and business environment more important than economic package. Box 9957, Editor & Publisher.

ADVERTISING

AD DIRECTOR OR RETAIL ADVERTISING MANAGER
Newspaper sales professional looking for a new and better opportunity. I am young, talented, hard-working, have demonstrated the ability to train, lead, and motivate a sales force, have multi-media and management experience, plus impeccable references. These are my bad qualities. To find out all about my good qualities you'll have to see me at a personal interview. Box 9953, Editor & Publisher.

ART/GRAPHICS

ARTIST, 24, seeks ground level graphics position; paste-up, layout, some illustration. Resume 22 S. 39th St., Box 3c, Philadelphia, PA 19104.

E&P CLASSIFIEDS
(212) 675-4380

POSITIONS WANTED**EDITORIAL**

27-year-old blue-chip prospect in California: 310 lifetime hitter; 18 wins in '85 with small Gannett daily; seeks move from AA to AAA daily journalism as reporter. Marc Birenbaum: (209) 625-4292.

AMBITIOUS YOUNG (30) Journalism graduate Pepperdine University seeks position in Journalism field. Any capacity to start. Working on MBA. Four years experience in technical writing and documentation management. Box 9951, Editor & Publisher.

NEWSPAPER JOBS FOR NEWSPAPER PEOPLE

DESKMAN, SUPERVISOR, editorial page writer. Metro, smaller daily, academic background. Skilled, mature editor, writer. Recently made ill-advised change and am seeking post at quality paper (it doesn't have to be large) in pleasant area. Zones 1, 2, 3, 4. Box 9955, Editor & Publisher.

HARD-WORKING journeyman reporter seeks writing, copy editing position on Zone 5, 25,000 + daily. Box 9969, Editor & Publisher.

MAJOR STATE capital editor, award-winning writer seeks editorial management post. Box 9920, Editor & Publisher.

NEWS, LIFESTYLES, Feature Writer/Editor/Photographer seeks job in Zone 4. Box 9956, Editor & Publisher.

READABLE MUSIC CRITIC
Los Angeles music critic captures the excitement of live performance, the craftsmanship of the best records and the racing pulse of the industry in plain, jargon-free language. Full-time position sought in any zone. Douglas (213) 394-6590 for clips and references.

REPORTER: Columbia Journalism School graduate, experienced in reporting and editing for weekly newspapers, television and radio stations, seeks general reporting position on daily newspaper. Prefer Zone 9, willing to relocate other areas. Box 9962, Editor & Publisher.

REPORTER who can cover breaking news and write features looking to join the staff of a mid-size daily or a strong weekly. Experience on daily, weekly and monthly publications. Special emphasis on issue-oriented reportage. Energetic, aggressive and ready to relocate. Write or call for resume and clips: Gregg Birnbaum, 2069 Olivewood Drive, Indianapolis, IN 46219. (317) 356-3620.

POSITIONS WANTED**EDITORIAL**

CREATIVE, resourceful editor/writer with broad features experience seeks lifestyle editor post with medium-to-large daily. Box 9981, Editor & Publisher.

SOUTH KOREA BOUND Journalist with 7 years experience covering Korean business and political affairs seeks position(s) in Seoul as correspondent or stringer. If interested in steady, informed coverage of Korean developments over the next 2 years, write Box 9979, Editor & Publisher.

TALENTED, VERSATILE, enthused sports writer with top editing-layout skills. State award-winning columnist with three years on Pulitzer prize daily, 2 1/2 on metropolitan daily. Prefer zones 8 and 9. Box 9946, Editor & Publisher.

VERSATILE EDITOR-WRITER, 10 years' experience, seeks just the right magazine, newspaper or freelance opportunity. Specialties: travel, food, art, lifestyle. Willing to relocate. Box 9973, Editor & Publisher.

FREELANCE

EXPERIENCED freelance editor/author in economics/business/personal finance. Call or write: 7618 Gazette Ave., Canoga Park, CA 91306. (818) 347-6087.

PRESSROOM

ENERGETIC Pressroom Foreman 25 years, 10 years in management, newspaper and commercial printing. Heat Set, Cold Web and Letterpress seeking new challenges in any area. Box 9915, Editor & Publisher.

PRODUCTION

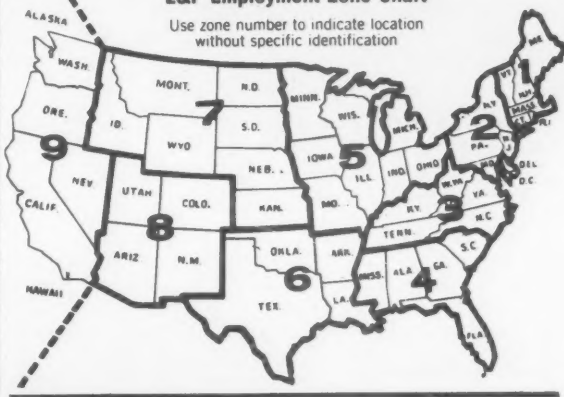
EXPERIENCED newspaper Electronic Technician—daily publications orientated—seeks challenging position with medium to large size daily. Write to: Tech, PO Box 266, Quincy, IL 62306.

PRESS/CAMERA/PLATE superintendent, 38, 16 years experience Goss Metro and Urbanite. (618) 457-5458 or (618) 549-8321 for detailed resume and references.

PRODUCTION DIRECTOR
I have 21 years of experience in the production field with computer technician background. I have the ability to motivate and work well with people. Seek challenging position with medium to large daily. Will furnish resume upon request. Box 9982, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



SHOP TALK AT THIRTY

Quotes and the credibility gap

By Darrell E. Berkheimer

Reports and discussions of the media's "Credibility Gap" with the public always stir my interest. But the indiscriminate use of quotes by the news media, and how it contributes to the credibility gap, seems to draw little attention.

Nor do I remember hearing any print or broadcast editors given any instructions on how and when to use quotes.

Too many media people seem to think you must have quotes in order to have a good story. But it's my personal opinion that the use of frequent quotes throughout an article is not nearly as important as concise paraphrasing that quickly conveys the proper meaning and points the news source was trying to make.

I believe there are only two good reasons for using a quote. One is when the quote says it so well that you can't possibly bring out the same point any better or more concisely yourself. And the other is when the quote provides a certain flavor or color to the story — which otherwise would be missing if you did not use the quote.

Other than those two reasons, it is more important that we accurately report what was said — *or meant* — than it is to use a lot of quotes.

It is very necessary to stress the two words "or meant" as they were used in the last sentence. Because, if you think about it, you know that many journalists, including the best writers in the world, can't speak nearly as well as they can write — simply because we have the opportunity to think more about what we are saying when we are writing.

Because we do not speak as well, we might use double negatives or poor sentence construction. Then a particular quoted sentence may be "out of context" with what was said immediately before or after, and may make us sound silly.

This is why so many people scream about irresponsible news people taking comments out of context. And this is why so many media members are

(Berkheimer has been a reporter, city editor, news editor and managing editor in Pennsylvania, Georgia and Utah. He now operates his own communications consulting and freelance writing service in Utah.)

guilty of fostering a credibility gap.

A responsible reporter or writer will concentrate on what the speaker "meant," perhaps repeat back to the news source the meanings conveyed, and otherwise concentrate on trying to report the points the speaker was trying to make — rather than try to make the speaker look ridiculous with the use of selected quotes.

Perhaps when we are no longer guilty of making slips of the tongue ourselves, we then will have a right to

But many media members seem to purposely select the most ridiculous and silly quotes to use.

be insensitive to the slips of others.

But many media members seem to purposely select the most ridiculous and silly quotes to use. And, mostly, such actions only result in giving themselves, and the media in general, a poor reputation. In their case, however, it's deserved.

Brevity and ease of reading are extremely important because of the many demands on the public's time, but we should never sacrifice overall accuracy in what the source was trying to convey.

Sure, certain quotes may be more sensational, but if they're misleading, or selected to make the source appear to be a blunderer, then their use is unethical and the public has a right to criticize the media for its lack of discretion and sensitivity.

Unfortunately, the public finds it difficult to discriminate between those who are culprits and those who are not. But we are in a position to police our own acts, and to chastise those among us who fail to use discretion.

E.W. Scripps Hall dedicated at Ohio U.

Dedication of the E.W. Scripps Hall at Ohio University and formal designations of the Lasher Learning Center, the Anderson Auditorium and Bush Research center took place on May 2, which marked the end of the University's 18th annual Communication Week.

Tribune Co. stockholder helps strikers

A 72-year-old woman whose family has been on the *Chicago Tribune's* board of directors for more than a century donated (May 4) \$15,000 to striking production workers.

Georgia Demarest Lloyd, a major Tribune Co. stockholder, made the donation after a labor rally marking the 100th anniversary of the Haymarket riot.

At the rally, she made a speech condemning the company for its "corporate greed."

Lloyd is the great-granddaughter of muckracking editor and publisher William Bross, who merged his *Democratic Press* with the Tribune in 1858.

"I know I'm biting the hand that feeds me," Lloyd told the Associated Press. "But we've always had an interest in causes and in seeing that people get treated decently."

About 1,000 workers from three production unions have been on strike against the Tribune since July.

Lasher revamps Calif. weekly

Lasher Communications, which purchased the alternative weekly *Mendocino Grapevine* last year, has converted the newspaper to a "conventional weekly."

Renamed the *Valley Times* and given a tabloid format, the Ukiah, Calif.-based newspaper will be published in new form beginning on May 15.

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EDITOR & PUBLISHER for May 17, 1986

GRIDS

Times Left Variable

FRIDAY

May 16

	5 KOA	6 KRMA	7 KMGH	8 KTSC	9 KUSA	10 KKTU	12 KRDO	14 USA	15 ESPN
6 PM	NEWLYWED GAME	NIGHTLY BUSINESS	CBS NEWS	NIGHTLY BUSINESS	ABC NEWS	WHEEL OF FORTUNE	BARNEY MILLER	CHAIN REACTION	NHL HOCKEY STANLEY CUP FINALS (L)
:30	M*A*S*H	MACNEIL/ LEHRER NEWSHOUR (1:00)	ENTERTAINMENT TONIGHT	MACNEIL/ LEHRER NEWSHOUR (1:00)	WHEEL OF FORTUNE	JEOPARDY	THREE'S COMPANY	ALL STAR BLITZ	
7 PM	KNIGHT RIDER (1:00)	STATE OF COLORADO	CHARLIE & COMPANY	MONEYMAKERS	WEBSTER	CHARLIE & COMPANY	WEBSTER	CARTOON EXPRESS	
:30			LEO & LIZ IN BEVERLY		Movie: POLTERGEIST J. Williams (PG) (1:54)	LEO & LIZ IN BEVERLY	Movie: POLTERGEIST J. Williams (PG) (1:54)		
8 PM	LAST PRECINCT (1:00)	WASHINGTON WEEK IN	DALLAS (1:00)	WASHINGTON WEEK IN		DALLAS (1:00)		RADIO 1990	
:30		WALL STREET		WALL STREET WEEK				WILD WORLD OF ANIMALS	
9 PM	MIAMI VICE (1:00)		FALCON CREST (1:00)	GREAT PERFORMANCES (1:00)		FALCON CREST (1:00)		THREE'S A CROWD	AUTO RACING
:30								ASSOCIATES	SPORTSCENTER
10 PM	NEWS		NEWS	PAUL CADMUS: ENFANT TERRIBLE AT 80 (1:00)	NEWS	NEWS	NEWS	CRIMEBUSTERS	AUSTRALIAN RULES FOOTBALL '96
:30	(-35) TONIGHT SHOW		(-35) TAXI		(-35) M*A*S*H	(-35) NBA BASKETBALL CONFERENCE FINAL FINALS COVERAGE BEGINS, LIVE OR TAPE	(-35) BENSON		
11 PM			(-05) NBA BASKETBALL CONFERENCE FINAL FINALS COVERAGE BEGINS, LIVE OR TAPE		NIGHTLINE		(-05) NIGHTLINE		AUTO RACING '96
:30	(-35) ENTERTAINMENT				ALMOST LIVE		(-35) EYE ON HOLLYWOOD		
12 AM	(-05) FRIDAY VIDEOS (1:30)				5) NEWS		(-35) TALES FROM	NIGHT FLIGHT	SPORTSLOOK
:30					5) HIT CITY		Movie: DR OUT OF		SPORTSCENTER
1 AM	(-35) WHAT		(-35) CHINATOWN		5) BREAK THE BANK	WWF WR	Movie: RISKY (1:40)		OR PGA TOUR
:30					5) HEADLINE MASERS				



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THE TV LISTING GROUP INC.



Last year's champion, left, Balu Natarajan and runner-up Kate Lingley, with William Burleigh, Scripps Howard general editorial manager

A VICTORY FOR LEARNING

When 174 girls and boys reach the finals of the Scripps Howard National Spelling Bee, they will have traveled an incredible educational journey. It's not rote memory that propels these youngsters to the top. It's their wide-open pursuit of the language.

They know that spelling like champions requires knowledge of the origin of words and their evolution. Along with learning to spell, they have become acquainted with

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The young people who gather in Washington, D.C., for the 59th annual spelling bee are all champions. They were chosen from more than eight million youngsters who competed this year in local bees.

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